

For Six Month Period Ending JUNE 30, 2008  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No. **991**

CARIBBEAN TOURISM ORGANIZATION

(c) Business Address(es) of Registrant

**80 BROAD STREET**  
**NEW YORK, NY 10004**

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address(es)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

## II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

ANGUILLA, ANTICUA & BARBUDA, ARUBA, THE BAHAMAS, BARBADOS, BELIZE, BERMUDA, BONAIRE, BRITISH VIRGIN ISLANDS, CAYMAN ISLANDS, CURACAO, DOMINICA, DOMINICAN REPUBLIC, GRENADA, GUADELOUPE, ST. BARTS, ST. MARTIN, GUYANA, HAITI, JAMAICA, MARTINIQUE, MONTSERRAT, ST. EUSTATIUS, ST. KITTS & NEVIS, ST. LUCIA, ST. MAARTEN, ST. VINCENT & THE GRENADINES, SURINAME, TRINIDAD & TOBAGO, TURKS & CAICOS ISLANDS, VENEZUELA.

NOTE: THE CARIBBEAN TOURISM ORGANIZATION IS THE PRINCIPAL AND THE COUNTRIES ARE MEMBERS OF THE CARIBBEAN TOURISM ORGANIZATION

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup>Yes ☐No ☐Exhibit B<sup>4</sup>Yes ☐No ☐

N/A

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐No ☐

If yes, have you filed an amendment to these exhibits?

Yes ☐No ☐

N/A

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

## III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

PROMOTION OF TOURIST TRAVEL TO THE CARIBBEAN REGION BY MEANS OF PUBLICITY RELEASES, DISTRIBUTION TO TOURIST FOLDER AND PUBLIC RELATIONS ON THE JOINT INTEREST OF THE FOREIGN GOVERNMENTS ISLANDS AND THE USVI AND PUERTO RICO, AS WELL AS FOR ALLIED MEMBERS ENGAGED IN THE OPERATIONS OF HOTEL IN THE CARIBBEAN COVERING CENTRALIZED GENERAL ACTIVITIES FOR THE GOVERNMENT ISLANDS WHICH ARE MEMBERS OF THE REGISTRANT

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully:

<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 4. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

Date	From whom	Purpose	Amount
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SEE ATTACHED SCHEDULE A SHOWING MONIES RECEIVED \$2,153,930.00

\$2,153,930.00  
Total

## (b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS - MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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SEE ATTACHED SCHEDULE B SHOWING MONIES DISBURSED. \$1,664,407.

\$1,664,407.00
Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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N/A

**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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N/A

<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials <sup>12</sup>?

Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

CARIBBEAN TOURISM ORGANIZATION

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

\$1,397,291.00 RECEIVED FROM OUR MEMBER COUNTRIES LISTED ON PAGE 3, LINE 9 FOR JANUARY 1, 2008 TO JUNE 30, 2008

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
- ☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
- ☐ Internet ☐ Other (specify) DISTRIBUTION OF TOURISM PROMOTIONAL BROCHURES

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
- ☐ Legislators ☐ Editors ☐ Educational institutions
- ☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
- ☐ Other (specify) N/A

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



**VI - EXECUTION**

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

(Type or print name under each signature<sup>13</sup>)  
KEITH O. HNOSAY

ACCOUNTANT

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

## NOTICE

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**U.S. Department of Justice**

**National Security Division**

*Washington, DC 20530*

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Caribbean Tourism Organization, USA Inc.**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Riley	Clyde Hugh	12/10/2002		
Lindsay	Keith O'Neil	01/19/2006		

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U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

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**CARIBBEAN TOURISM ORGANIZATION**  
**SCHEDULE A**

GOV MEMBERS	1,397,291.00
HO	411,985.00
ALLIED MEMBERS	56,436.00
TRADE SHOWS	0.00
INTEREST INCOME	14,742.00
SUSTAINABLE TOURISM CONFERENCE	74,594.00
TOTAL	
CHAPTERS	198,882.00
<b>TOTAL RECEIVED</b>	<b><u>2,153,930.00</u></b>

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**CARIBBEAN TOURISM ORGANIZATION**  
**SCHEDULE B**

<u>DISBURSEMENTS</u>	\$
SALARIES AND WAGES	305,383
PAYROLL TAXES	24,286
EMPLOYEE PENSION	28,305
EMPLOYEE MEDICAL INSURANCE	63,808
EQUIPMENT RENTAL/MAINTENANCE	8,001
OFFICE RENT	112,225
OFFICE SUPPLIES	2,713
POSTAGE/SHIPPING/MESSENGER	3,792
INTERNET DEVELOPMENT	139,682
SUSTAINABLE TOURISM CONFERENCE	3,150
INSURANCES	15,324
TELEPHONE & FAX	16,088
TRAVEL	8,046
CONSULTANCY FEES	2,400
PROMOTIONS	586,002
PUBLIC RELATIONS	85,009
ADVERTISING & FULFILLMENT EXPENSE	1,879
BANK/CREDIT CARDS SERVICE CHARGE	6,825
SUBSCRIPTIONS	425
OTHER EXPENSE	4,467
LEGAL FEES	28,602
TRADE SHOWS	16,955
 TOTAL DISBURSEMENTS BY CTO NEW YORK	<hr/> 1,463,367
 TOTAL DISBURSEMENTS BY CHAPTERS	<hr/> 201,040
 TOTAL DISBURSEMENTS	<hr/> 1,664,407

**CTO CHAPTERS  
CASH RECEIPTS & DISBURSEMENTS  
January 1, 2008 - June, 30, 2008**

	<u>BAL 12/31/07</u>	<u>RECEIPTS</u>	<u>PAYMENTS</u>	<u>BAL 6/30/08</u>
Garden State Chapter	5966	0	0	5966
Greater Atlanta	509	9296	5737	4068
Greater Detroit	2680	10214	10667	2227
Greater Houston	2908	4374	5021	2261
Greater New York	13208	0	0	13208
Greater Washington	710	0	0	710
Long Island - NY	3951	0	0	3951
Maryland	6193	19058	16064	9187
Chicago Mid West	39227	74885	81482	32630
New England	20826	9587	10897	19516
Pacific Northwest (Seattle)	5219	4556	4803	4972
South Florida	20813	10417	12262	18968
North Texas CTO Chapter	3993	1616	2107	3502
Colorado Chapter- Rocky Mtn.	0	0	0	0
Cascade Chapter - Oregon	18644	8224	12164	14704
Greater Los Angeles	483	0	0	483
Greater Philadelphia Tri-State	20113	21311	22005	19419
Mid Florida Chapter	1951	0	0	1951
NE Ohio Chapter	6222	0	0	6222
Northern California Chapter	6368	0	0	6368
Connecticut Chapter	14795	19691	14344	20142
Orange County San Diego	2967	1900	911	3956
Sacramento Chapter	2136	0	0	2136
San Diego	3937	3753	2576	5114
	203819	198882	201040	201661

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## **CTO MEMBER COUNTRIES**

Anguilla	Guyana
Antigua and Barbuda	Haiti
Aruba	Jamaica
Bahamas	Martinique
Barbados	Montserrat
Belize	Puerto Rico
Bermuda	St. Eustatius
Bonaire	St. Kitts and Nevis
British Virgin Islands	St. Lucia
Cayman Islands	St. Maarten
Cuba	St. Martin
Curacao	St. Vincent & the Grenadines
Dominica	Suriname
Dominican Republic	Trinidad and Tobago
Grenada	Turks and Caicos Islands
Guadeloupe/St. Barts	United States Virgin Islands
	Venezuela





## DEPARTMENT OF JUSTICE ACTIVITY REPORT JANUARY 2008 – JUNE 2008

### January

- SAC-Sierra Chapter** – Trade Show, sponsored by Classic Vacations, and held at Doubletree Hotel
- 07 New England Chapter** – Holiday Cocktail Party, sponsored by New England Chapter, PATA and NEASTA, NE
- 08 South Florida Chapter** – Dinner seminar, sponsored by Virgin Islands, and held at Mahogany Grille Restaurant, FL
- 17 Greater Atlanta Chapter** – Educational seminar, sponsored by St. Kitts Tourist Board, and held at Sheraton Buckhead Hotel
- 22 Greater Houston Chapter** – Educational meeting, sponsored by the USVI Tourist Board, and held at Dave & Buster's, Houston, TX.
- 23 New England Chapter** – Educational seminar sponsored by St. Kitts & Nevis, NE
- 23 Long Island Chapter** – Educational seminar, sponsored by Cayman Islands Tourist Board, and held at The Mansion, Woodbury, LI
- 30 South Florida Chapter** – Board Meeting, sponsored by South Florida Chapter, and held at the Jamaica Tourist Office, FL.
- 31 North Texas Chapter** – Educational seminar sponsored by Jamaica Tourist Board and held at the Dallas Omni Hotel, Dallas, TX

RESEARCH & DEVELOPMENT \* TRAINING \* MARKETING \* PLANNING \* CONSULTANCY SERVICES

*Caribbean Development Through Quality Tourism*

**CARIBBEAN**

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## **February**

- 04 North Texas Chapter** – Training Seminar sponsored by the North Texas Chapter and held at International Pancake House, Dallas, TX.
- 06 Greater Philadelphia Tri-State** – Educational seminar sponsored by Antigua and Barbuda Tourist Board, and held at the Hilton Philadelphia Airport, PA
- 12 South Florida Chapter** – Dinner seminar, sponsored by Turks & Caicos, and held at the Miami Hilton Hotel, FL.
- 14 Greater Atlanta Chapter** – Educational seminar, sponsored by Nevis Tourist Board, and held at Anthony's Restaurant
- 20 Connecticut Chapter** – Educational seminar sponsored by the Puerto Rico Tourism Company and held at Anthony's Oceanview, CT
- 21 New England Chapter** – Educational seminar sponsored by Puerto Rico Tourism Company
- 22-24 New England Chapter** – Participation in the Boston Globe Travel Show
- 27 Cascade Chapter** – Cruise night sponsored by the Cascade Chapter, and held at Red Lion Hotel, Portland Convention Center, Portland, OR.
- 27 Long Island Chapter** – Educational seminar, sponsored by Anguilla Tourist Board, and held at The Mansion, Woodbury, LI.
- 27 SAC-Sierra Chapter** – Educational seminar on the Caribbean, sponsored by St. Kitts & Nevis Tourist Board.
- 28 Greater Houston Chapter** – Educational meeting, sponsored by the Jamaica Tourist Board, and held at Hotel Indigo, Houston, TX.

## March

- SAC-Sierra Chapter** – Educational seminar, sponsored by Carnival Cruise Lines
- North Texas Chapter** – Educational seminar, sponsored by British Virgin Islands Tourist Board, and held at the Dallas Omni Hotel, Dallas, TX.
- 03 South Florida Chapter** – Board Meeting, sponsored by the South Florida Chapter, and held at the Longhorn Steakhouse. FL.
- 05 Greater Houston Chapter** – Educational meeting, sponsored by the British Virgin Islands Tourist Board, and held at Hotel Indigo, Houston, TX.
- 05 Greater Philadelphia Tri-State Chapter** – Educational seminar sponsored by Caribbean Family Travel Showcase, and held at Hilton Philadelphia Airport, PA
- 13 Greater Atlanta Chapter** – Educational seminar sponsored by the Jamaica Tourist Board.
- 18 New England Chapter** – Educational seminar sponsored by Barbados, NE.
- 18 Connecticut Chapter** - Educational seminar sponsored by St. Maarten/St. Martin Tourist Board and held at the Silver Sands Beach Club
- 19 South Florida Chapter** – CTO Cruise night, sponsored by CTO-Southeast Chapter, and held at Dave & Buster's, FL.
- 19 Greater New York Chapter** – Membership meeting, sponsored by Barbados Tourism Authority, and held at 3 West Club, NYC

- 25 **Cascade Chapter** – Dinner seminar, sponsored by the British Virgin Islands Tourist Board, and held at the Red Lion Hotel, Portland Convention Center, and Portland, OR.
- 26 **Pacific Northeast Chapter** – Educational seminar with British Virgin Islands Tourist Board and GoGo Worldwide Vacation, sponsored by British Virgin Islands Tourist Board, and held at the Great American Casino
- 27 **Long Island Chapter** – Educational seminar, sponsored by Sandals, and held at The Mansion, Woodbury, LI
- 30 **South Florida Chapter** – Site Inspection and Fundraising Norwegian Dawn, sponsored by Norwegian Cruise Line, and held at Port of Miami, FL.

## **April**

- North Texas Chapter** – Educational seminar, sponsored by Aruba Tourism Authority, and held at the Dallas Omni Hotel, Dallas, TX.
- 03 **Greater Philadelphia Tri-State Chapter** – Educational seminar sponsored by Grenada Specialist Program, and held at the Hilton Philadelphia Airport, PA
- 08 **South Florida Chapter** – Dinner seminar, sponsored by Belize Tourist Board, and held at Ten Palms Restaurant, FL.
- 10 **New England Chapter CTO** – Educational seminar featuring the Caribbean Hilton Hotels, NE
- 15 **Connecticut Chapter** – Educational seminar sponsored by St. Lucia Tourist Board and held at Anthony's Ocean view, CT
- 16 **Long Island Chapter** – Educational seminar, sponsored by the USVI Tourist Board, and held at The Mansion, Woodbury, LI
- 17 **Greater Atlanta Chapter** – Educational seminar sponsored by The Puerto Rico Tourism Company

- 22 **Pacific Northwest Chapter** – Dinner seminar, sponsored by the Caribbean Travel Ltd, and held at the Great American Casino
- 22 **SAC-Sierra Chapter** – Trade Show sponsored by Travel Trade Shows/Aruba Tourism Authority, and held at the Doubletree Hotel
- 28 **Cascade Chapter** – President Meeting, sponsored by the Cascade Chapter, and held at the Turks & Caicos Tourist Board, Portland, OR.

## May

- SAC-Sierra Chapter** – FAM Trip, sponsored by Dominican Republic Tourism Board (Punta Cana).
- North Texas Chapter** – educational seminar, sponsored by the Puerto Rico Tourism Company, and held at the Dallas Omni Hotel, Dallas, TX.
- 07 **New England Chapter** – Educational seminar, sponsored by the Dominican Republic Tourism Board, NE
- 07 **South Florida Chapter** – Board Meeting sponsored by South Florida Chapter, held at Jamaica Tourist Board, FL.
- 07 **Greater Philadelphia Tri-State Chapter** – Educational seminar sponsored by Bermuda Tourist Board, held at Hilton Philadelphia Airport, PA
- 13 **Greater New York Chapter** – Membership Meeting, sponsored by Aruba Tourism Authority, and held at 3 West Club, NYC
- 13 **Connecticut Chapter** – Educational seminar sponsored by A+W Marketing, and held at The Dockside, Branford, CT
- 15 **South Florida Chapter** – Dinner seminar, sponsored by the Bahamas Tourist Board, and held at Dave & Buster's, FL.

- 15 **Greater Atlanta Chapter** – Educational seminar sponsored by the St. Martin/St. Maarten Tourist Board
- 20 **Greater Houston Chapter** – Educational Seminar, sponsored by the US Passport & TSA, and held at Hotel Indigo, Houston, TX.
- 28 **Pacific Northwest Chapter** – Dinner seminar, sponsored by the Dominican Republic Tourism Board, and held at the Great American Casino
- 28 **Long Island Chapter** – Educational seminar, sponsored by the Wyndham, and held at The Mansion, Woodbury, LI
- 29 **Cascade Chapter** – Dinner seminar, sponsored by Dominican Republic Tourism Board, held at the Red Lion Hotel, Portland Convention Centre, Portland, OR.
- 30-31 **South Florida Chapter** – FAM Trip to Bahamas, and sponsored by the Bahamas Tourist Board, and held at Port of Ft. Lauderdale (depart), FL

## June

- SAC-Sierra Chapter** – Educational seminar sponsored by the Bahamas Tourist Board.
- 04 **Greater Philadelphia Tri-State Chapter** – Membership Appreciation sponsored by the Greater Philadelphia Tri-State Chapter, and held at the Hilton Philadelphia Airport, PA
- 08 **South Florida Chapter** – Dinner seminar, sponsored by Aruba Tourism Authority, and held at Le Cordon Bleu School of Culinary Arts, FL.
- 07 **The Greater New York Chapter** – Soft opening of the location of the Puerto Rico Tourism Company, and held at 3West Club, NYC.
- 19 **Greater Atlanta Chapter** – Educational seminar sponsored by the Bahamas Tourist Board,

- 23 Pacific Northeast Chapter** – Dinner seminar featuring Caribbean Travel Ltd, sponsored the Pacific Northwest Chapter, and held at the Great American Casino
- 25 Long Island Chapter** - Educational seminar, sponsored by Grenada Tourist Board, and held at The Mansion, Woodbury, LI
- 26 Cascade Chapter** – Dinner seminar, sponsored by Belize Tourist Board, and held at the Red Lion Hotel, Portland Convention Centre, Portland, OR.



## CTO BOARD OF DIRECTORS

### **Chairman & Director for GOVERNMENTS**

Hon. Allen Chastanet  
 Minister of Tourism & Civil Aviation  
**Ministry of Tourism & Civil Aviation**  
 3rd Floor, Sir Stanislaus James Building  
 The Waterfront  
 Castries St. Lucia  
 Tel: 758-451-4600  
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## The Caribbean Hotel Association

The Caribbean Hotel Association (CHA) is the organization that brings together the members of the Caribbean hospitality industry, from hotels to airlines and tour operators and the support of over 600 Allied-member companies. Together, they represent the entire spectrum of the Caribbean hospitality industry's private sector and CHA is their voice. CHA's mission is to optimize the full potential of the Caribbean hotel and tourism industry by serving member needs and building partnerships. The more than 800 member hotels of CHA offer travelers the perfect lodging for every taste, whether the preference is an all-inclusive mega-resort, a well-known branded chain hotel, or a unique "boutique" style small hotel, in 35 diverse Caribbean destinations. No other region can boast the versatility of the Caribbean - from Bermuda in the North, to Guyana in the South, from Barbados in the East to Mexico and Belize in the West. Visit us at [www.caribbeanhotelassociation.com](http://www.caribbeanhotelassociation.com) for more information on our programs and services.

## The Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 governments and a myriad of private sector entities. The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and statistics, information technology and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade. The CTO also works in close collaboration with the Caribbean Hotel Association to ensure that together, the interests of the Caribbean's entire tourism industry are well represented. For more information on the CTO, please visit [www.OneCaribbean.org](http://www.OneCaribbean.org).

## The Caribbean Tourism Development Company

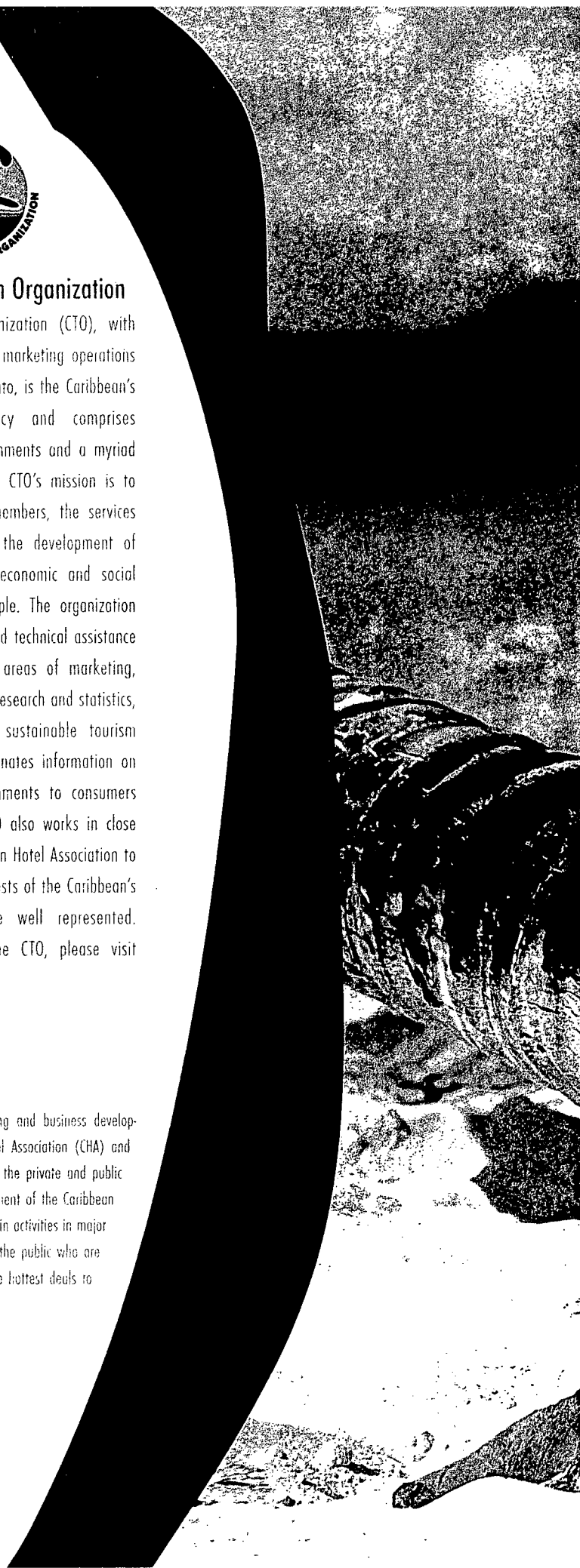


The Caribbean Tourism Development Company is a marketing and business development unit owned jointly and equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Representing both the private and public sectors, its purpose is the promotion, protection and enhancement of the Caribbean brand. The company arranges a variety of events and engages in activities in major

cities aimed at providing useful insights and exciting large audiences about the Caribbean. Members of the public who are planning a vacation, considering doing business, seeking partnership opportunities, or simply tracking the hottest deals to the Caribbean should visit [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com)

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ence, some of the best-known hotel chains — of which many are all-inclusive — can be found in many Caribbean destinations. Or for something really out of the ordinary, choose from many family-run bed-and-breakfasts, or paradores. Whether you're looking for casual or elegant, beachfront or mountainside, a hotel with amenities like golf, spa and childcare services or one for adults only, the Caribbean

has a wide spectrum of choices and price ranges for your perfect vacation.

American dollars are accepted nearly everywhere, even on islands that use a different currency. You can use your cash, credit cards and travelers checks with ease and never have to visit a currency-exchange booth. The Caribbean offers the very best of exotic travel — with the comforts and conveniences that only a neighbor can guarantee.

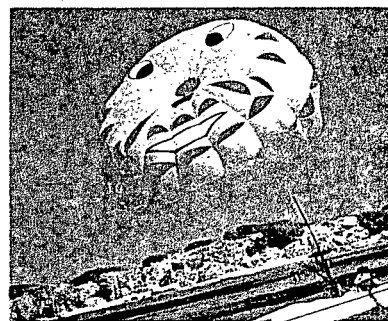
### Caribbean Culture

Caribbean culture is an incredible tapestry of Amerindian, European and African influences, with threads of Middle Eastern and Asian, all coming together as a result of the region's colonial history. While the original native tribes are only a memory in many countries, the explorers, pirates, settlers, slaves, workers, merchants and visitors from other parts of the world who have

Photos by Zach Stovall

made their home here in the Caribbean have contributed to one of the most colorful mixes of language, music, food, art and people to be found anywhere on earth.

Depending on which country you choose to visit you'll find native speakers of English, Spanish, Dutch, French, Papiamentu and other local dialects. But whatever the local language, English is the lingua franca of most tourist areas, making shopping or asking for directions easy.





## Lush and Tropical

One of the most magnificent tropical environments to be found in the world, this region is a kaleidoscope of vibrant and diverse environments. In many Caribbean locations it is possible to move from the coral reef across the sand and into the interior rain forest in just a matter of miles, providing a truly unique way to experience a variety of ecosystems. From iguanas and singing tree frogs to parrots and pink flamingoes, you're likely to encounter colorful if shy animal species throughout the region.

The marine environment is equally spectacular, with the warm waters and coral reefs being home to countless species of tropical fish as well as crabs, lobster, conch and more. It's a mesmerizing must-see for snorkelers and divers who visit.

## The Active Life

Many people are lured to the Caribbean by visions of clear blue water lapping gently on a white-sand beach. Do you see

yourself relaxing in the shade of a palm tree? Or are you more likely to take a long walk on the beach? With a broad diversity of locations, you're sure to find your perfect beach, from a tiny private cove to a lively scene with music, food and activities -- it's all here.

For the ultimate in relaxation, refresh your body and renew your spirit with a massage in one of the Caribbean's world-class spas. Flowers, herbs and other local products are often blended into the lotions and potions used in Caribbean spa treatments.

The Caribbean is a sports enthusiasts' year-round paradise. Naturally, all kinds of water sports are to be found: snorkeling, diving, fishing, sailing and more, as well as dry-land adventures like hiking, canopy rides and off-road biking. The combination of sea, sand and tropical vegetation makes for some spectacular and challenging golf courses. Features like elevated greens, devilish bunkers, unpredictable winds and dramatic views bring golfers back time after time.

Whatever your passion, you'll find something to relax, challenge, thrill and entertain you in the Caribbean.

"I do!" --

## Walking Down the Isles

The Caribbean offers some of the most picturesque and memorable locations to create the perfect weddings and honeymoons: picture-postcard beaches, historic

architecture, lush gardens. All these make stunning places for couples to tie the knot. Most countries encourage destination weddings, but as official requirements vary, be sure your legal to-do list is checked off if you're planning a wedding.

Get married in the Caribbean and your island honeymoon begins immediately, or just fly down for your wedding trip. Either way, you can celebrate in your own style, from barefoot to elegant, enjoying secluded beaches, candlelit dinners, spectacular views and romantic accommodations. Name your pleasure and you'll find it in the Caribbean.

## A Family Affair

Family vacations are some of the happiest occasions, and what better place to bring generations together than the easy, accessible, casual Caribbean? Grandparents will love watching the little ones frolic on the beach, while more active participants will find a variety of activities from fishing excursions to shopping sprees. Food can be simple or elegant, and many resorts offer child care to give the grown-ups a break. Whether your group is multi-generational or siblings scattered across the country, bring everyone together for a tropical escape.

## A Love Affair

Caribbean vacations bring romance to mind. There's plenty here to make hearts flutter,

from secluded beaches with sensational sunsets to side-by-side passion-fruit massages. Maybe it's the moonlight or the soft trade winds, but whatever the cause, the Caribbean lends itself to romance. If you're looking for resorts that are specifically "couples-only" or those that post "no children" policies, resorts that roll out the red carpet for lovers can be found in almost every Caribbean destination.

## Taste the Caribbean

A trip through Caribbean kitchens is a trip through history. European, African and Asian



traditions and ingredients have been stirred into indigenous flavors over the ages, creating a unique and savory cross-cultural culinary style. It's no surprise that Caribbean cuisine draws heavily on seafood; just season it with hot peppers, sweet fruits and pungent spices for an authentic taste of the Caribbean.



Chefs throughout the region are fusing traditional flavors with the hottest trends to create a spicy and sweet, local and global, traditional and innovative cuisine that is not to be missed. You won't find a more eclectic or appetizing blend of traditions and flavors than in the Caribbean.

## Caribbean Nightlife

Sunsets give rise to a variety of activities to satisfy every mood. Whether it's a wild night out or a quiet night in, there's something for everyone to do in the Caribbean.



Music is the rhythmic heartbeat of the Caribbean. While each region has its own signature beat, reggae, merengue, calypso, salsa, dancehall, soca and zouk all share historical roots and a joyous get-up-and-dance groove that's impossible to resist.

In some destinations and hotels you'll find casinos where you can test your skills at the poker or craps tables or shake hands with a slot machine — sometimes called a "one-armed bandit."

If you're very lucky you'll get to experience an island festival or carnival, an explosion of Caribbean creativity including food, art, music, dance, parading in costume and other festivities that often last up to a week or more. Whether you want

to unwind or go wild, you'll find evening entertainment in the Caribbean with your name on it.

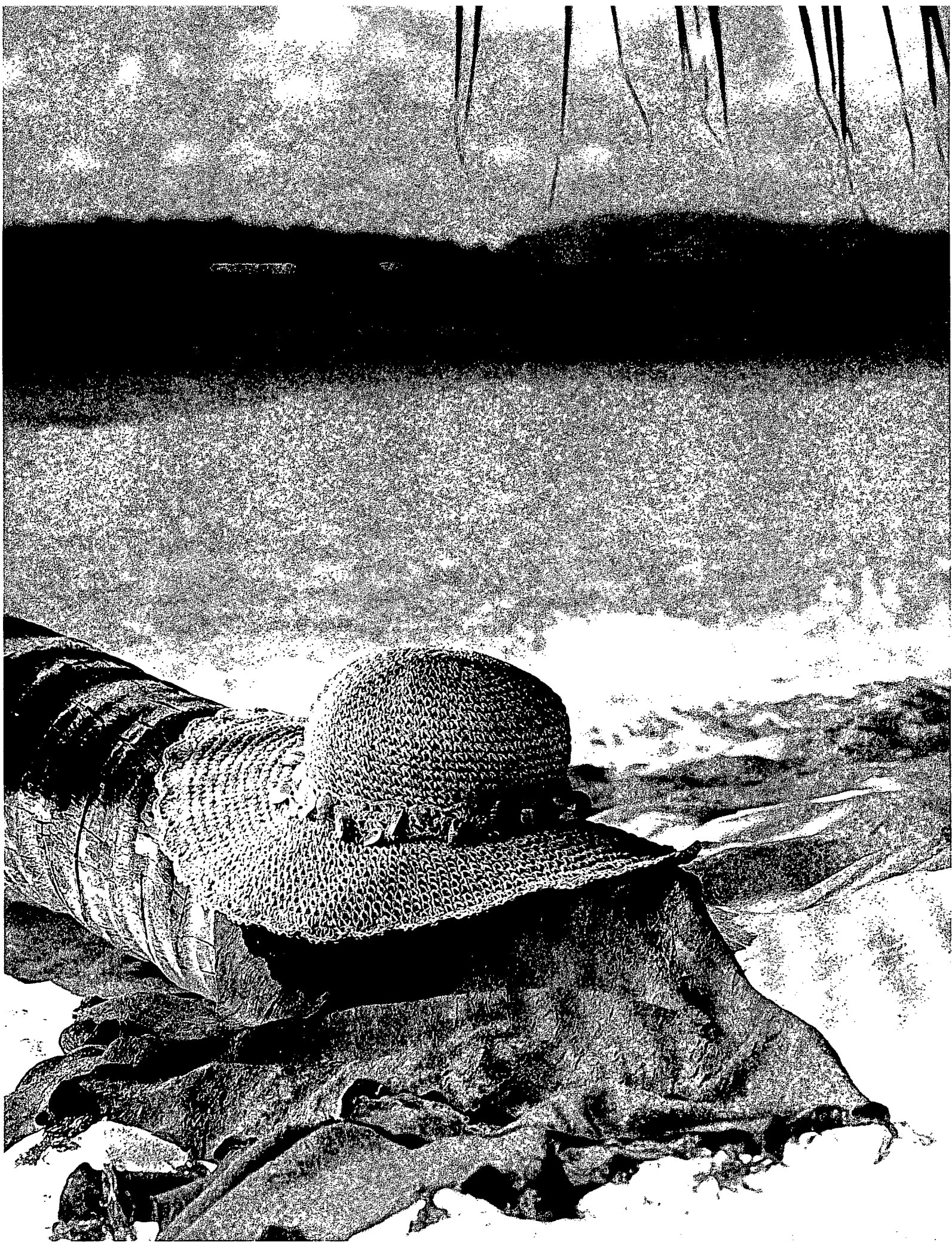
## Caribbean Retail Therapy

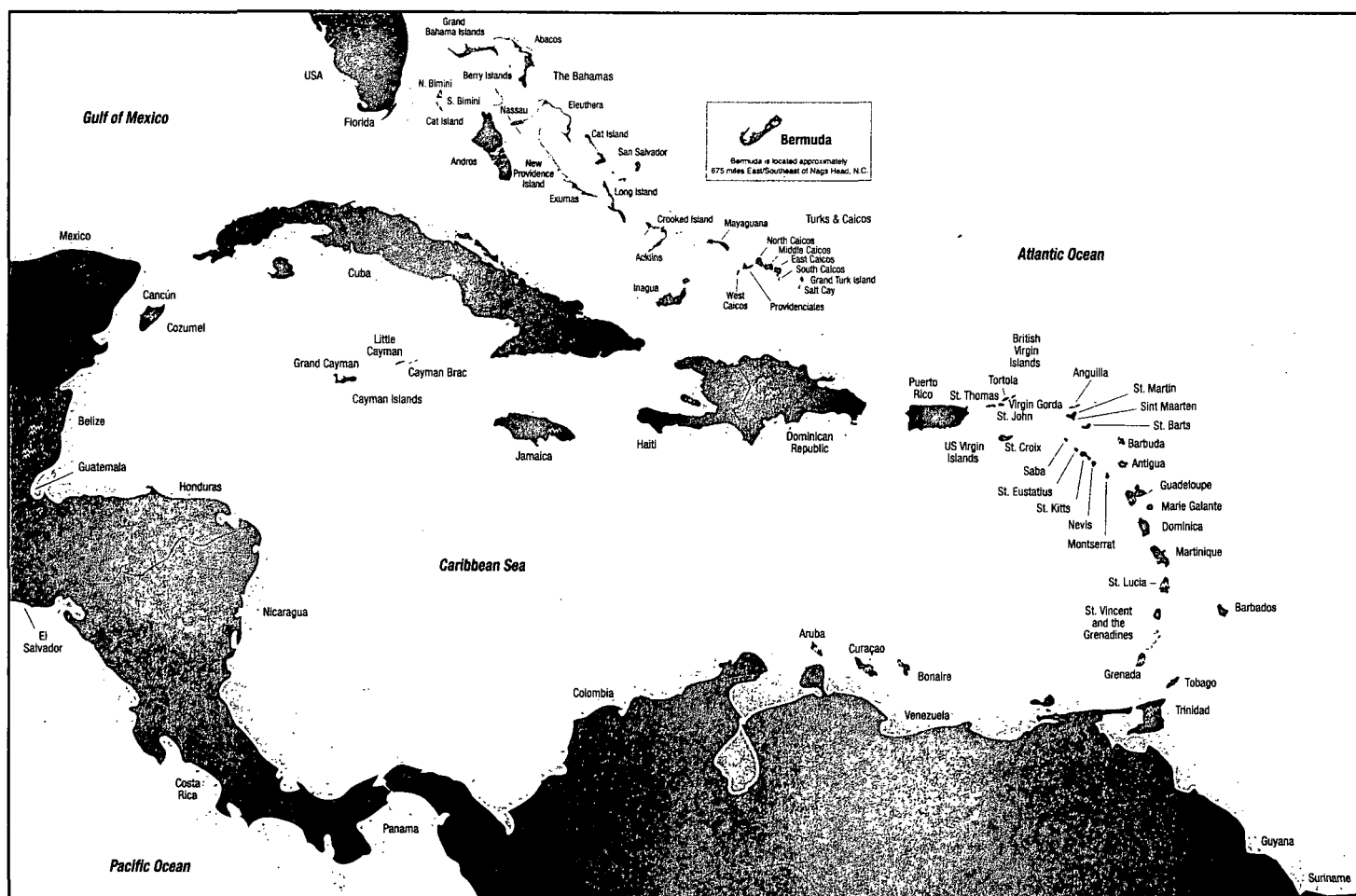
When you experience the hospitality of the Caribbean, you'll feel like a celebrity. You'll be able to shop like one, too, when you realize the government waives import taxes for visitors and most islands charge no sales tax. Shoppers save 20 to 30 percent on many name-brand products in duty-free shops, making the Caribbean an exceptional destination for buying designer luxury products from Europe.

Also look for unique handmade mementos of the tropical culture wherever you visit. Products created by local artisans — including carnival masks, hand-carved woodwork, woven basketry, vivid paintings and more — make memorable keepsakes of the region.









## Tourist Board and Hotel Associations Websites

Country	Tourist Board	Hotel Association	Country	Tourist Board	Hotel Association
Anguilla	<a href="http://www.anguilla-vacation.com">www.anguilla-vacation.com</a>	<a href="http://www.ahia.ai">www.ahia.ai</a>	Haiti	<a href="http://www.haititourisme.com">www.haititourisme.com</a>	
Antigua & Barbuda	<a href="http://www.antigua-barbuda.org">www.antigua-barbuda.org</a>	<a href="http://www.antiguahotels.org">www.antiguahotels.org</a>	Jamaica	<a href="http://www.visitjamaica.com">www.visitjamaica.com</a>	<a href="http://www.jhta.org">www.jhta.org</a>
Aruba	<a href="http://www.aruba.com">www.aruba.com</a>	<a href="http://www.chota.com">www.chota.com</a>	Martinique	<a href="http://www.martinique.org">www.martinique.org</a>	<a href="http://www.cphim.com">www.cphim.com</a>
Bahamas	<a href="http://www.bahamas.com">www.bahamas.com</a>	<a href="http://www.bahotels.com">www.bahotels.com</a>	Montserrat	<a href="http://www.visitmontserrat.com">www.visitmontserrat.com</a>	<a href="http://www.visitmontserrat.com">www.visitmontserrat.com</a>
Barbados	<a href="http://www.visitbarbados.org">www.visitbarbados.org</a>	<a href="http://www.bhta.org">www.bhta.org</a>	Nevis	<a href="http://www.nevisisland.com">www.nevisisland.com</a>	
Belize	<a href="http://www.travelbelize.org">www.travelbelize.org</a>	<a href="http://www.belizehotels.org">www.belizehotels.org</a>	Puerto Rico	<a href="http://www.gotopuertorico.com">www.gotopuertorico.com</a>	<a href="http://www.phia.org">www.phia.org</a>
Bermuda	<a href="http://www.bermudatourism.com">www.bermudatourism.com</a>	<a href="http://www.experiencebermuda.com">www.experiencebermuda.com</a>	Riviera Maya	<a href="http://www.rivieramaya.com">www.rivieramaya.com</a>	<a href="http://www.rivieramaya.org.mx">www.rivieramaya.org.mx</a>
Bonaire	<a href="http://www.infobonaire.com">www.infobonaire.com</a>	<a href="http://www.infobonaire.com">www.infobonaire.com</a>	St. Barthélemy	<a href="http://www.comstbarth.fr">www.comstbarth.fr</a>	<a href="http://www.stbarth-hotels.com">www.stbarth-hotels.com</a>
British Virgin Islands	<a href="http://www.bviturism.com">www.bviturism.com</a>	<a href="http://www.bviccha.com">www.bviccha.com</a>	St. Eustatius	<a href="http://www.steustatourism.com">www.steustatourism.com</a>	
Cancun	<a href="http://www.visitmexico.com">www.visitmexico.com</a>	<a href="http://www.abq.com.mx">www.abq.com.mx</a>	St. Kitts	<a href="http://www.stkittstourism.kn">www.stkittstourism.kn</a>	
Cayman Islands	<a href="http://www.caymanislands.ky">www.caymanislands.ky</a>	<a href="http://www.cita.ky">www.cita.ky</a>	St. Lucia	<a href="http://www.stlucia.org">www.stlucia.org</a>	<a href="http://www.stluciatravel.com.lc">www.stluciatravel.com.lc</a>
Cozumel	<a href="http://www.islacozumel.com.mx">www.islacozumel.com.mx</a>	<a href="http://www.islacozumel.com.mx">www.islacozumel.com.mx</a>	St. Maarten	<a href="http://www.stmaarten.com">www.stmaarten.com</a>	<a href="http://www.shia.com">www.shia.com</a>
Cuba	<a href="http://www.cubatravel.cu">www.cubatravel.cu</a>		St. Martin	<a href="http://www.st-martin.org">www.st-martin.org</a>	
Curacao	<a href="http://www.curacao.com">www.curacao.com</a>	<a href="http://www.chota.org">www.chota.org</a>	St. Vincent & The Grenadines	<a href="http://www.svgtourism.com">www.svgtourism.com</a>	<a href="http://www.svg-hotels.com">www.svg-hotels.com</a>
Dominica	<a href="http://www.DiscoverDominica.com">www.DiscoverDominica.com</a>	<a href="http://www.dnta.org">www.dnta.org</a>	Suriname	<a href="http://www.suriname-tourism.org">www.suriname-tourism.org</a>	<a href="http://www.surinamehotels.org">www.surinamehotels.org</a>
Dominican Republic	<a href="http://www.godominicanrepublic.com">www.godominicanrepublic.com</a>	<a href="http://www.drhotels.com">www.drhotels.com</a>	Trinidad & Tobago	<a href="http://www.visittrn.com">www.visittrn.com</a>	<a href="http://www.trnhotels.com">www.trnhotels.com</a>
Grenada	<a href="http://www.grenadagenadines.com">www.grenadagenadines.com</a>	<a href="http://www.grenadahotelsinfo.com">www.grenadahotelsinfo.com</a>	Turks & Caicos	<a href="http://www.turksandcaicostourism.com">www.turksandcaicostourism.com</a>	<a href="http://www.turksandcaicoshta.com">www.turksandcaicoshta.com</a>
Guadeloupe	<a href="http://www.lesilesdeguaadeloupe.com">www.lesilesdeguaadeloupe.com</a>	<a href="http://www.untiles-info-tourisme.com">www.untiles-info-tourisme.com</a>	U.S. Virgin Islands	<a href="http://www.usviturism.vi">www.usviturism.vi</a>	<a href="http://www.virgin-islands-hotels.com">www.virgin-islands-hotels.com</a>
Guyana	<a href="http://www.guyana-tourism.com">www.guyana-tourism.com</a>	<a href="http://www.exploreGuyana.com">www.exploreGuyana.com</a>	Venezuela (Spanish)	<a href="http://www.minitur.gob.ve">www.minitur.gob.ve</a>	

CARIBBEAN

[www.CaribbeanTravel.com](http://www.CaribbeanTravel.com)



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[hriley@caribtourism.com](mailto:hriley@caribtourism.com)**FIRST ANNUAL CARIBBEAN TOURISM SUMMIT OFFERS OPPORTUNITIES FOR DIASPORA TO CONNECT**

WASHINGTON, DC, May 13, 2008 – The Caribbean Diaspora community will have the opportunity to directly interact with visiting Caribbean Ministers of Tourism during Town Hall meetings organized on Sunday, June 22 in conjunction with the first Annual Caribbean Tourism Summit (ACTS). Ministers of Tourism will converse with Washington/Virginia/Maryland-based nationals in open forum discussions. The event is designed to appeal to Caribbean nationals, Caribbean-Americans, Caribbean-interest groups and young adults considering a career in tourism.

The Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), has created ACTS as a major forum in which to focus on the economic future of the Caribbean region. A primary objective of ACTS is to bring the services industry in the Caribbean, of which tourism is a part, to the forefront of development discussions. The groundbreaking conference will take place at the **International Trade Center** at the Ronald Reagan Building in downtown **Washington, DC** from **June 21-24, 2008** and will celebrate Caribbean heritage while coinciding with June's *Caribbean-American Heritage Month*.

"We have designed this conference as a way to engage influencers to help grow tourism and increase investment in the Caribbean region," said Hugh Riley, co-chief operating officer for CTDC. "At the same time, we want to celebrate the tremendous contributions of the peoples of the Caribbean and to continue raising the awareness of our brand."

All events and activities are open to all participants who register. In addition to Town Hall Meetings, there will be:

- **A Capital Caribbean Wedding:** On Saturday, June 21, CTDC and Condé Nast Bridal Media will host a "Capital Caribbean Wedding." The event results from Condé Nast Bridal Media's online search for a couple with a compelling story on the theme of "When You knew Your Love was Monumental! Tell us Your Love Story or Your Picture Perfect Proposal." The winning couple will publically exchange vows and receive a honeymoon to a romantic Caribbean destination. There's free admission to attend the wedding, but registration is required.
- **Motivational Brunch:** Founder and Senior Pastor of Bahamas Faith Ministries International, Dr. Myles Munroe will provide energy and inspiration at a motivational brunch on the morning of Sunday, June 22. Known for his vision of "Transforming Followers into Leaders," Dr. Munroe has a tremendous influence on a wide range of interest groups as evidenced by the demand for his books, which are distributed in more than 80 countries. Dr. Munroe's message will inspire attendees to work towards growth and prosperity in the Caribbean region. There is an admission fee of \$35. Register online.

- **Gala Awards-Dinner & Ball:** The elegant black-tie gala on Monday, June 23 will feature music from one of the Caribbean's most celebrated music groups, Byron Lee and the Dragonaires. Senior government officials and prominent Caribbean personalities, including Professor Rex Nettleford and the Mighty Sparrow, will be in attendance. Contemporary luminaries from public service and sports will be presented with awards named after famous Caribbean heroes. Ticket information at [www.ACTSdc.com](http://www.ACTSdc.com).
- **Workshop on Small Business Investment in the Tourism Sector:** Financial experts will convene on Tuesday, June 24 for an interactive workshop on how to source the funding, technical assistance and incentives offered by governments, hotel chains and investment groups to ensure greater business success. There is an admission fee of \$25.
- **Rum & Rhythm Celebration:** In celebration of the Caribbean region's award-winning rums, CTDC will host Rum & Rhythm from 6:00 p.m. to 10:00 p.m. on Tuesday, June 24. The event will include a sampling of premium Caribbean rums, traditional Caribbean hospitality, and interactive displays from master distillers, authors and aficionados who will demonstrate how rum is made. An auction of exclusive Caribbean rums and exotic vacations benefit the Sky Ranch Foundation, the CTO Foundation and the CHA Education Foundation. Tickets are available at \$60/person.
- There is a package cost of \$100 for the Motivational Brunch, Small Business Workshop and Rum & Rhythm Celebration.

In order to engage the attention of political leaders, financial decision-makers and investors, CTDC made the decision to concentrate its attention on Washington, DC this year, at a time that would normally have been reserved for Caribbean Week in New York. As a result, representatives of the media, Caribbean Diaspora groups and friends of the Caribbean in the New York Metropolitan area are making the trip to Washington to be part of ACTS.

"While the success of Caribbean Week in New York has been great for our region, we cannot lose track of the significance of being in the nation's Capitol in an election year and the importance of bringing attention to the financial future of the Caribbean in the current economic climate," said Riley. "For that reason too, we are happy to have secured Dr. Alan Greenspan, Chairman, Federal Reserve Board (1987-2006) to be the keynote speaker at ACTS on June 23<sup>rd</sup>."

For more information on the first Annual Caribbean Tourism Summit and to register for all events, visit: [www.ACTSdc.com](http://www.ACTSdc.com) or call 800-603-3545. For Diaspora registration, please call 212-635-9530 or email: [CTOny@caribtourism.com](mailto:CTOny@caribtourism.com).

#### **About The Caribbean Tourism Development Company**

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[hriley@caribtourism.com](mailto:hriley@caribtourism.com)**EXPERTS TO OFFER INSIGHT ON CARIBBEAN INNOVATION INVESTMENT  
AT FIRST ANNUAL CARIBBEAN TOURISM SUMMIT**

WASHINGTON, DC, June 9, 2008 – Leading industry authorities from around the world will discuss Caribbean innovation investment opportunities during a prominent panel on June 23 at the inaugural *Annual Caribbean Tourism Summit (ACTS)* in Washington, DC.

The conference, organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), will be held from June 21 to June 24, 2008, at the **International Trade Center** in the Ronald Reagan Building.

Dr. Auliana Poon – one of the Caribbean's most respected international tourism consultants – will moderate a panel that will focus on how the Caribbean is implementing new ideas to create business opportunities in healthcare, innovative partnerships and communication. Dr. Poon's experience as managing director and senior partner for Tourism Intelligence International, a travel and tourism consultancy firm, provides a strong platform for a panel discussion on innovation investment.

As Managing Director for John Hopkins Medicine International, Timothy Dentry will begin the discussion by building a case for innovative healthcare. He'll talk about how Johns Hopkins Medical Center's venture at Hospital Punta Pacifica in Panama can provide a blueprint for building a medical infrastructure in the Caribbean that serves both citizens and visitors.

Google's eastern regional director of travel, David Pavelko, will speak on sustaining an online relationship with "out-of-the-box" online ventures providing opportunities to support marketing strategies, develop new products and enhance revenues.

Dr. Joseph J. West, dean from the School of Hospitality & Tourism Management at Florida International University, together with Dr. Sherma Roberts, program coordinator for Tourism and Hospitality Management at the University of West Indies, will focus on how a comprehensive educational system that combines integrated local training with global educational opportunities is fundamental to sustained economic success.

The third technique to be examined for building success through innovative partnerships is "voluntourism," a term for tourists volunteering to give back to a destination. Travelocity's Chief Marketing Officer Jeffrey Glueck and the Honorable Glen Beache, minister of tourism for St. Vincent & the Grenadines, will discuss how the Caribbean region can tap into the growing trend of voluntourism to expand the tourism market and provide assistance to local communities.

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## ACTS- Investing in Caribbean Innovation/2

In closing, the panel will discuss long-range strategies, opportunities and levels of investment needed to effectively use current communication systems and incorporate new technology to benefit citizens, businesses and travelers. Philip Lewis, Manager of IP Service Development for Cable & Wireless Barbados, J. Patrick Cozier, secretary general for Caribbean Broadcasting Union, and Ru-El Buford, CEO for ndustrimobile media group, will speak to the trends in communication development.

For more information on the first Annual Caribbean Tourism Summit and to register for all events, visit [www.ACTSdc.com](http://www.ACTSdc.com) or call 800/603-3545.

### **Sponsors**

Sponsors supporting this year's Annual Caribbean Tourism Summit include American Express, Bahamas, St. Kitts Investment Promotions Agency, Jamaica, Travelocity, The Wall Street Journal, Empire State Building National Geographic Traveler, The New York Times, The Caribbean Hotel Association, The Caribbean Tourism Organization and Boom Your Brand.

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### EXPERT PANEL EXAMINES CARIBBEAN TOURISM INVESTMENT OPTIONS AT FIRST ANNUAL CARIBBEAN TOURISM SUMMIT

WASHINGTON, DC, June 16, 2008 – On June 24 an international panel of experts will explore various options for investing in Caribbean tourism as part of the inaugural *Annual Caribbean Tourism Summit (ACTS)* in Washington, DC, [www.actsdc.com](http://www.actsdc.com).

The Summit, organized by the Caribbean Tourism Development Company – the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization – will take place June 21-24, 2008, at the **International Trade Center** in the Ronald Reagan Building.

Moderated by tourism educator and industry leader Dr. Lalia Rach, the Tuesday afternoon panel will examine ways a destination can succeed based on an evolving business model that blends opportunity, change and tradition. Dr. Rach brings a wealth of experience to her role as moderator from her current post as an associate dean of New York University's Preston Robert Tisch Center for Hospitality and Tourism. Panelists will share their success stories as examples for investing in Caribbean tourism, providing both educational and experienced viewpoints.

Panelists will first discuss investing in attractions that create authentic experiences, including everything from traditions to natural resources and culture. Dr. Edward Sanders, founding partner of Belize Lodge & Excursions, will speak on the Caribbean's natural environment and the boost it provides for tourism. Judy Kärwacki, president of Small Planet Consulting, will speak on behalf of Caribbean culture, followed by Robert Tuchman, president and founder of TSE Sports and Entertainment, who will discuss sporting events as premier tourism attractions.

Transportation throughout the Caribbean, including ease, comfort, reliability, price and safety, is the next topic of the panel. Leo Schefer, president of Washington Airports Task Force, will join other air and cruise industry representatives to discuss improving passenger experiences by creating creative strategies to enhance infrastructure, service and the welcome accorded visitors.

The afternoon session will conclude with an examination of how quality and variety of accommodations define a destination. Panelists will explore how a strategic initiative to attract investors and developers is a fundamental part of the success of any business. Enrique De Marchena Kaluche, incoming CHA president and founding partner of DMK Attorneys at Law in the Dominican Republic, will join Mark Keiser, vice president of luxury development for Starwood Hotels & Resorts Worldwide, on this topic.

For more information on the first Annual Caribbean Tourism Summit and to register for all events, visit [www.ACTSdc.com](http://www.ACTSdc.com) or call 800/603-3545.

-more-

**Sponsors**

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### INAUGURAL ACTS EXHIBITION OPEN TO THE GENERAL PUBLIC ON SUNDAY, JUNE 22

#### *Complimentary Admission at First Annual Caribbean Tourism Summit Brings the Caribbean to D.C.*

WASHINGTON, DC, June 18, 2008 – Delegates and the general public are invited to attend the ACTS Exhibition on June 22 from four to seven p.m. as part of the inaugural *Annual Caribbean Tourism Summit (ACTS)* in Washington, DC. Attending consumers will receive free admission for the opportunity to interact with some of the most influential policy makers and tourism officials from more than 30 Caribbean countries who will present the latest innovations in marketing, web design and new advances in the hotel service industry. ACTS participants will also get a taste of the Caribbean by enjoying fine food and entertainment while discovering the latest vacation offers.

“We have many prominent exhibitors represented at our first annual ACTS Exhibition,” said Hugh Riley, co-chief operating officer for the Caribbean Tourism Development Company. “Some will be showcasing new and enticing products and services that will enhance the way we do business in the Caribbean, while others will focus on ways of improving the vacation experience for our visitors”.

Participating exhibitors include: Air Jamaica, American Express, Anguilla Tourist Board, Bahamas Tourist Office, Barbados Tourism Authority, Cayman Islands Department of Tourism, Discover Dominica Authority, Dominican Republic Department of Tourism, Doubledown Media, Grenada Board of Tourism, IICA, Illusions VIP Services, International Fund for Animal Welfare, Jamaica Tourist Board, MACO Magazines, Martinique Promotions Bureau, Salto Systems, St. Kitts Investment Promotion Agency, St. Lucia Tourist Board, St. Vincent & the Grenadines, The New York Times, The Washington Times, Tourism Intelligence International, Tourism ROI, Trinidad & Tobago Tourism Development Company, Turks & Caicos Tourist Board, US Virgin Islands Department of Tourism and The Washington Times.

Organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), ACTS will be held from June 21 to June 24, 2008, at the **International Trade Center** in the Ronald Reagan Building. The conference will focus on two critical issues for the Caribbean tourism sector: marketing and investment and the greater implications they have on various other industries such as agriculture, construction, aviation and more.

For more information on the first Annual Caribbean Tourism Summit and events, visit [www.ACTSdc.com](http://www.ACTSdc.com).

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## ACTS Exhibition/2

### **Sponsors**

Sponsors supporting this year's Annual Caribbean Tourism Summit include American Express, Bahamas, St. Kitts Investment Promotions Agency, Jamaica, Travelocity, The Wall Street Journal, Empire State Building National Geographic Traveler, The New York Times, The Caribbean Hotel Association, The Caribbean Tourism Organization and Boom Your Brand.

### **About The Caribbean Tourism Development Company**

The Caribbean Tourism Development Company (CTDC) is a marketing and business development unit, owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Its mission is to own, promote, protect, advance and enhance the Caribbean brand.

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## **HISTORIC FIRST ANNUAL CARIBBEAN TOURISM SUMMIT KICKS OFF WITH MESSAGES OF INSPIRATION, MOTIVATION AND HOPE**

WASHINGTON, DC, June 23, 2008 – Finding new ways to succeed in a rapidly changing and increasingly challenging market was the topic of conversation before a packed audience of Caribbean heads of state, tourism officials, influencers and friends of the region during the official opening ceremony of the First Annual Caribbean Tourism Summit (ACTS) Sunday evening.

The Summit, held through Tuesday, June 24 at the Ronald Reagan Building & International Trade Center in downtown Washington, represents an unprecedented gathering of leaders from political, tourism and investment communities and the Caribbean Diaspora in the U.S. capital.

Addressing the gathering, Senator, the Hon. Allen Chastanet, chairman of the Caribbean Tourism Organization and co-chair of the Caribbean Tourism Development Company, said the region is faced with the necessity to make, “a quantum leap” in its business practices in order to adapt to challenges faced from a stalled U.S. economy, skyrocketing global oil prices and a struggling airline industry.

“A Quantum leap represents radically changing forever,” said Chastanet. “It is nothing less than a total departure from the old way of doing things. I truly believe we are at a point in our history that we are poised to respond to our challenges by making such a quantum leap.”

Incoming president of the Caribbean Hotel Association and co-chair of the Caribbean Tourism Development Company, Enrique De Marchena, expressed his optimism for the region’s future, citing the coming together of the public and private sectors to strengthen the Caribbean brand at this conference.

“I believe the future of the Caribbean is bright,” said De Marchena. “I believe this gathering is a strong step in the right direction towards forging the partnerships necessary to help our region grow.”

Earlier in the day during an inspirational brunch session featuring international motivational speaker, Dr. Myles Munroe, summit attendees were urged to let go of the way the tourism has operated in the past and, rather than fear change, embrace it.

“He who worships the past will stay there,” said Dr. Munroe. “The goal should not be to preserve history, but to make it.”

Dr. Munroe, a native Bahamian, cited the example of “Hog Island,” a place dismissed in his youth as nothing more than a garbage dump and home to pigs. He illustrated the potential hidden within and the result of thinking on a grander scale as Hog Island was eventually transformed by Merv Griffin’s vision into the wildly successful place it is today, Paradise Island.

“The greatest gift God has given us is not sight, but vision,” noted Dr. Munroe. “Times of change, crisis and pressure are incubators for innovation and the greatest opportunity for leadership to emerge. Conversely, the greatest enemy of reaching the tourism industry’s potential is dwelling on past success.”

Dr. Munroe sees potential for innovation to emerge from the challenges facing the tourism industry worldwide, and particularly in the Caribbean, which relies more heavily on tourism than any other area of the world.

"Crisis initiates innovation," he said. "But some people are open to change as long as it doesn't cost anything. That must not happen here. The Caribbean must unlock its hidden potential. Instead of looking at a seed as a seed, we must look at it as the sapling contained within and waiting to grow."

Summit delegates will hear more today on the potential for the region's economic future from former Federal Reserve Chair Alan Greenspan. "A Conversation with Alan Greenspan" will be moderated by Sir Dwight Venner, Governor of the Eastern Caribbean Central Bank.

Later in the day, a lunchtime session will feature an address by Adolfo Franco, foreign policy advisor on Latin America and the Caribbean to presumptive Republican nominee for President, Senator John McCain.

Tuesday will feature a scheduled address by Dan Restrepo, serving in the same capacity for the presumptive Democratic nominee Senator Barack Obama. Caribbean leaders will also be meeting with members of the U.S. Congress during briefings on Capitol Hill.

For more information on the first Annual Caribbean Tourism Summit and events, visit [www.ACTSdc.com](http://www.ACTSdc.com).

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## **GREENSPAN PREACHES PATIENCE, BIG PICTURE TO CARIBBEAN DELEGATES AT FIRST ANNUAL TOURISM SUMMIT**

WASHINGTON, DC, June 25, 2008 – Former Federal Reserve Chair Alan Greenspan encouraged a gathering of Caribbean tourism leaders to consider economic investments from the U.S. as a big picture, long-term objective and preached patience through a struggling domestic economy.

Dr. Greenspan was the keynote speaker at the First Annual Caribbean Tourism Summit, taking place in Washington D.C. at the Ronald Reagan Building of the International Trade Center. The summit is organized by the Caribbean Tourism Development Company (CTDC).

Leaders from political, tourism and investment communities and the Caribbean Diaspora have gathered in the nation's capital since Saturday to discuss the economic future of the region.

The hour-long session, billed as, "A Conversation with Dr. Alan Greenspan" was moderated by Sir Dwight Venner, Governor of the Eastern Caribbean Central Bank.

In introducing him to the more than 300 summit delegates in attendance, Senator the Hon. Allen Chastanet, co-Chair of the CTDC, praised Greenspan for his economic foresight, especially as it related to the tourism industry.

"Dr. Greenspan recognized the importance of the service industry early on, including tourism," said Chastanet. "This recognition allowed for a more targeted policy which enabled that sector of our economy to significantly grow."

Greenspan, chairman of the Federal Reserve Bank from 1987-2006, addressed the topics of the current global economic environment and the impact of increased travel costs on the Caribbean's tourism industry. While he cautioned that the region may not see a dramatic increase in U.S. investments in the short-term he suggested that the region's ability to produce reliable return would eventually result in added confidence from investors.

"Capital will flow where profits can reasonably be projected 10 or 15 years down the road," he said.

In the interim, he advised that the region must continue to emphasize its strengths to consumers and investors alike.

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## Alan Greenspan Addresses Caribbean/2

“You have one of the greatest assets possible for tourism in your natural beauty,” said Dr. Greenspan. “You have to continue to emphasize it.”

He noted that tourism is still a relatively new industry, saying, “There were no vacations 400 years ago. It is really a post WW II phenomenon. The ability to move beyond your own borders reflects the affluence of your society. Globalization is breaking down barriers, not just for goods, but a trend towards people moving.”

Greenspan observed that, “The real cost of transport, despite oil prices, has been going down. The critical shock is oil.”

Addressing the current state of the airline industry, Greenspan said, “If you can’t get the cost per mile down, it will continue to negatively affect the industry. It may take awhile but a lot of technological changes have to be made.”

The bottom line, he said, “Oil will never go back to \$20 per barrel. We’ll see ever-increasing jet prices but even more fuel efficient jet engines.”

Greenspan emphasized that the destinations worldwide that are the most attractive to investors are those in which the rule of law is the strongest, noting that safety is the lynchpin of a strong infrastructure. “Capital moves to areas that are safe,” he said.

Despite the challenges the tourism industry faces, Greenspan advised, “We tourists will find a way to get there.”

Greenspan’s appearance is part of a full schedule of lecturers and industry experts who have shared their insights with delegates from more than 30 Caribbean nations and the accommodations sector.

For more information on the first Annual Caribbean Tourism Summit and events, visit [www.ACTSdc.com](http://www.ACTSdc.com).

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## Alan Greenspan Addresses Caribbean/3

### **About The Caribbean Tourism Development Company**

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### **CUSTOM MARKETING GROUP TO HANDLE INTEGRATED ADVERTISING FOR CARIBBEAN TOURISM DEVELOPMENT COMPANY IN 2008**

NEW YORK, Jan. 31, 2008- The Caribbean Tourism Development Company (CTDC), the marketing arm of the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), has appointed **Custom Marketing Group**, an award-winning destination marketing firm, to develop and implement a series of integrated advertising programs for 2008.

"We are pleased to partner with such a prestigious marketing firm that understands our vision. I have full confidence in their execution of the aggressive programs ahead of us," said Tim Grace, co-chief operating officer for the CTDC.

The advertising programs will include both print and online media campaigns to be executed throughout this year. The print campaign will include a Caribbean Travel Guide scheduled to be distributed with more than a million copies on April 18 in prominent newspapers in key cities such as New York City, Philadelphia, Chicago and Fort Lauderdale. The guide is created to inspire readers with vacation ideas and insight into the beauty and rich flavor of a Caribbean vacation.

The campaign will also include online promotions, delivered strategically through highly targeted, opt-in databases, to further communicate to a more targeted group of qualified vacation prospects. The program plans to distribute 400,000 email newsletters delivered to highly targeted opt-in consumers to promote the beauty and appeal of the Caribbean and include all participating program partners.

"This is yet another step in our plan to advance the Caribbean brand and raise awareness for the region as the world's premier vacation destination," said Grace. "This advertising outreach, coupled with our other marketing, public relations and promotional endeavors, is designed to keep the Caribbean in the forefront in an increasingly competitive marketplace."

#### **About The Caribbean Tourism Development Company**

The Caribbean Tourism and Development Company (CTDC) is a marketing and business development unit, owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Its mission is to own, promote, protect, advance and enhance the Caribbean brand.

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[tim@caribbeantravel.com](mailto:tim@caribbeantravel.com) / [hriley@caribtourism.com](mailto:hriley@caribtourism.com)**CARIBBEAN TOURISM DEVELOPMENT COMPANY PARTNERS WITH  
TRAVEL AGENT MEDIA GROUP ON TRADE ACTIVITIES**

NEW YORK, NY, February 4, 2008 – The Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), will partner with Travel Agent Media Group (TAMG), a division of Questex Media Group, Inc., to handle the media aspects of its travel trade outreach activities.

TAMG will publish and distribute the semi-annual *Caribbeantravel.com – The Magazine*, previously known as *The Caribbean Gold Book*. *Caribbeantravel.com – The Magazine* will distribute to more than 27,000 travel agents in North America and the UK, and features detailed information on every Caribbean destination, and in excess of 1,300 hotel properties. Travel Agent Media Group, with its expertise in magazine publishing, as well as the largest database of agents in the industry, offers CTDC new distribution outlets for the publication, ensuring targeted reach to the most productive "brick & mortar," luxury, and home-based travel agents that actively sell the Caribbean. The first issue of *Caribbeantravel.com - The Magazine* to be published by TAMG will be the Summer 08 edition.

"Questex and the *Travel Agent* publishing team bring a wealth of resources, expertise, and commitment to print and electronic communication with the travel distribution community," said Vincent Vanderpool-Wallace, co-chief executive officer of the CTDC. "*Travel Agent* brings efficiencies, and resources that will allow us to communicate effectively to the retail travel community."

In addition to publishing *Caribbeantravel.com – The Magazine*, TAMG will develop and deploy a travel agents web portal to appear on the [Caribbeantravel.com](http://Caribbeantravel.com) Web site. When developed in the coming months, it will serve as the official travel agent site for the Caribbean and be located at [www.CaribbeanTravel.com/agents](http://www.CaribbeanTravel.com/agents). It will feature destination and hotel information, news, a festivals & events calendar, and library of digital brochures and videos. The goal is to provide agents with all the information they might require to assist them in selling the Caribbean to their clients.

A key aspect of the agent site will be an online "E-Learning" platform that will be an extension of Travel Agent's highly successful Travel Agent University. Courses will be developed in cooperation with each Caribbean island destination, allowing agents to become specialists in specific destinations, or in certain types of travel within the region (e.g. destination weddings, romance/honeymoon, dive travel, family travel, etc.).

Beyond publishing and distribution, TAMG was also chosen to work closely with the CTDC to develop and publish special editorial features that will appear in TAMG's magazines. These thematic editorial sections, to distribute along with Travel Agent, Home-Based Travel Agent and Luxury Travel Advisor will provide agents with timely and useful selling tools.

-more-

## CTDC Appoints TAMG/2

"We are so pleased to have been chosen as the official trade media strategic partner," said Kerry J. Cannon, Jr., group publisher of the Travel Agent Media Group. "We've worked very closely with CHA and CTO in the past, and this is the logical progression of our relationship. Agents play such a vital role in bringing travelers to the region, and our goal is to ensure that they have immediate access to any and all resources and information tools to help them serve their Caribbean-bound clients."

"Travel Agent Media Group has been a valued and supportive partner with us for years," said Alec Sanguinetti, co-chief executive officer for CTDC. "Travel Agent magazine has demonstrated a commitment to our region and a clear understanding of what our needs are. Making them a strategic partner is the natural evolution of a long-valued relationship."

### **About Travel Agent Media Group ([www.travelagentcentral.com](http://www.travelagentcentral.com))**

Travel Agent Media Group is a division of the Questex Media Group, Inc. a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries including technology, beauty, spa, travel, hospitality, leisure, home entertainment, industrial specialties and service industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's media properties include 81 trade magazines and eNewsletters, 84 websites, 45 conferences tradeshow and events, as well as a range of research, data and information products. The company's combined operations include more than 450 employees in offices throughout North America, South America, Asia and Europe

### **About The Caribbean Tourism Development Company**

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For more information, or to book a trip to the Caribbean, go to [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com).

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**FORMER FEDERAL RESERVE CHAIR ALAN GREENSPAN TO  
ADDRESS FIRST ANNUAL CARIBBEAN TOURISM SUMMIT**

*Washington, DC Hosts Groundbreaking Summit with Focus on the Caribbean*

NEW YORK, February 29, 2008 – Former Federal Reserve Chairman Alan Greenspan will address international leaders from the political, tourism, and investment communities who will convene in the nation's capital for the first *Annual Caribbean Tourism Summit (ACTS)*. The groundbreaking conference, scheduled to take place at the **International Trade Center** at the Ronald Reagan Building in downtown **Washington, DC** from **June 21-24, 2008**, will focus on the economic future of the Caribbean region. It is expected to attract more than 1,000 participants from government, the tourism industry, investment and financial services sectors.

Organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), ACTS will focus on two critical issues for the Caribbean tourism sector: marketing and investment and the greater implications they have on various other industries such as agriculture, construction, aviation and more.

Dr. Greenspan, considered the leading authority on American domestic economic and monetary policy, is expected to address these issues as the keynote speaker on Monday, June 23. His experience as chairman of the Board of Governors of the Federal Reserve of the United States for two decades and his continued active influence today offers the opportunity to provide valuable insights for a region that continues to grow and evolve in its economic power.

"It's no secret that tourism is a pivotal industry for the Caribbean," said Allen Chastanet, co-chairman of the CTDC. "It's also no coincidence that we're holding the summit in the national capital of our largest source of business, the United States. This will be a time when all investors, political and tourism influencers will be called upon to help the Caribbean get on the path to realizing its economic potential and we're very excited to have arguably the world's most influential economic voice in Dr. Greenspan impart his insights."

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## DC Caribbean Tourism Summit/2

According to the CTDC's co-chairman, Peter Odle, the Summit represents a partnership among leaders of more than 30 Caribbean governments, investment companies and the Caribbean hotel and tourism industry. Caribbean government officials will include Prime Ministers, Finance Ministers, Tourism Ministers and Central Bank Governors.

"We will address key issues and solutions that will increase tourism and investment revenue in the region," said Odle. "All events will create tremendous promotional opportunities for companies currently investing in the Caribbean as well as those organizations interested in marketing their services in the Caribbean and helping to promote the Caribbean to the U.S. market."

This historic summit is scheduled to coincide with June's *Caribbean American Heritage Month*, with activities to include an Awards Gala Dinner & Ball, an Exhibition and events to honor the Caribbean Diaspora. In addition, the conference will encompass the business meetings of the Caribbean Hotel Association and the Caribbean Tourism Organization. For more information on the first Annual Caribbean Tourism Summit, visit: [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com) or [www.ACTSdc.com](http://www.ACTSdc.com)

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HOTEL  
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**JOINT STATEMENT FROM**  
**THE CARIBBEAN TOURISM ORGANIZATION AND**  
**CARIBBEAN HOTEL ASSOCIATION**

**AIRLINE CHALLENGES LEAD TO WHAT COULD BECOME  
UNPRECEDENTED COOPERATION AMONG CARIBBEAN GOVERNMENTS**

The current economic difficulties facing the airline industry worldwide have provided numerous challenges to the destinations they serve, but have led to at least one positive in the Caribbean region: what could become an unprecedented level of cooperation and coordination among Caribbean governments. The airline challenges have caused many to recognize that they can deliver far more benefits to their citizens by cooperating with other governments than by acting alone.

This coordination level accelerated recently when the Chairman of the Caribbean Tourism Organization (CTO) and the President of the Caribbean Hotel Association (CHA) had the foresight to call an emergency meeting in Antigua for Ministers and Commissioners responsible for Tourism, Ministers and Commissioners responsible for Aviation, and members of the tourism private sector to find ways to minimize the impact on their economies brought on by rapid increases in airline fuel prices. It soon became clear to every participant at that meeting that by cooperating on the establishment of hubs, on the promotion of the region, on providing revenue guarantees to airlines and on coordinating the establishment of more efficient intra-regional carriers, all Caribbean countries would suffer less than if each country attempted to address the crisis on its own.

The case of Caribbean hubs, and in particular the case of the Puerto Rico hub, was most instructive. The Government of Puerto Rico has come to recognize that by increasing the number of flights and seats connecting through Puerto Rico, they increase the number of flights, seats and flexibility of passengers travelling to Puerto Rico. This point was made most forcefully in a recent meeting in San Juan and many of the governments to the south of San Juan are relying heavily on decisions being made in Puerto Rico for their continued survival.

All governments also understand that with the current structure of the airline industry, it is indispensably necessary to ensure that the flights coming into Puerto Rico can connect easily to the onward carriers such that travellers traveling beyond the hub can connect online or through their travel agent seamlessly. Without those connections many of the southern destinations are invisible in electronic booking systems. It is this interdependence that is forcing discussions between governments at an unprecedented level and at an unprecedented rate.

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The same level of cooperation is beginning in the areas of marketing and in providing airline guarantees. In the past few years, an increasing proportion of the funds voted to departments of tourism across the world are being forced into escrow to cover airline guarantees. That leaves far less available for the promotion. This situation has compelled Caribbean governments to aggregate their promotional budgets for greater promotional efficiency and to devise financial arrangements that reduce the cost of these arrangements which also serve to minimize the risk.

"There is a silver lining on every cloud," according to Allen Chastanet, Chairman of the Caribbean Tourism Organization (CTO). "We believe that this high level of cooperation is being driven by the Governments, the private sector and the people of each territory recognizing that we in the Caribbean are more *interdependent* than independent," he emphasized. "Governments now realize that if they do not cooperate to maximize benefits or minimize risk to their countries, they will be called to account by their people asking why they refused to cooperate."

Peter Odle, the President of the Caribbean Hotel Association (CHA) also commented on this suddenly elevated level of cooperation. Odle noted that, "Even though the cooperation between CTO and CHA has grown over the past several years, I see increased cooperation on this issue even at the destination level where members of the private sector are ensuring that their governments are engaged in these cooperative ventures. I promise you, the private sector gets it. We will achieve much more in addressing this crisis through intra-regional cooperation than we can ever achieve by going alone. I will tell you that those governments that do not cooperate will be seen as pariahs by both their own people as well as by other governments in the region."

At the meeting in Antigua, four task forces were established, headed by Ministers to examine the four critical issues. These committees will report to the CTO and CHA Board meetings which will be held prior to the inaugural Annual Caribbean Tourism Summit (ACTS) in Washington, D.C. from June 21-24. The results of these committees will also be presented to the Caricom Heads at their meeting in Antigua on July 2<sup>nd</sup>.

Governments have also come to recognize that they need to cooperate in speaking together with one voice to the government of the United States on a number of critical issues and they propose to take advantage of their presence in Washington to begin those discussions. Thus it appears that this unprecedented spirit of cooperation will continue even beyond the current situation.

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**CARIBBEAN TOURISM DEVELOPMENT COMPANY INTRODUCES  
CONSUMER AND TRADE PROGRAMS TO SUPPORT FAST APPROACHING  
SUMMER TOURIST SEASON**

NEW YORK, February xx, 2008 – The Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), is offering the regional travel industry new marketing opportunities to help strengthen the upcoming summer season.

The CTDC-designed consumer and trade programs, *CaribbeanTravel.com-The Magazine* and a *Million-Home Integrated Marketing Campaign*, have been created to increase visibility for the region this summer while providing travel industry partners with value-added opportunities to reach potential travelers in North America.

“We are always looking for new ways to help the Caribbean remain top of mind with travelers,” said Alec Sanguinetti, co-CEO of the CTDC. “As the spring and summer vacation planning cycle gets closer, competition for the attention and business of travelers heats up. We have to continue to offer new ways for the industry to reach our target markets and therefore we are introducing a number of dynamic initiatives to help achieve this goal.”

The following are two of the upcoming initiatives:

**Million-Home Integrated Marketing Campaign: For the Consumer**

CTDC will implement an integrated marketing campaign that will reach more than one million North American homes. This effort will include a 16-24 page glossy magazine quality supplement to be distributed in more than a million copies of four major-market newspapers in New York City, Philadelphia, Chicago and Fort Lauderdale beginning in mid-May, an ideal time to boost summer bookings.

The guide, created to inspire readers with vacation ideas and insight into the beauty and rich flavor of a Caribbean vacation, will also have an online promotional component to be delivered strategically through highly targeted, opt-in databases, to further communicate to a more targeted group of qualified vacation prospects. The program will distribute 400,000 email newsletters to be delivered to highly targeted opt-in consumers to promote the Caribbean and include all

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participating program partners. The deadline to participate in this opportunity is March 31. For more information on this upcoming program and how to participate, please contact Tom Garzilli at Custom Marketing Group, 404-816-0841 or [tgarzilli@aboutcmg.com](mailto:tgarzilli@aboutcmg.com)

**CaribbeanTravel.com – The Magazine, For the Travel Trade**

The CTDC will begin its first phase of its outreach to the travel trade community with the distribution of the semi-annual *CaribbeanTravel.com – The Magazine*, previously known as *The Caribbean Gold Book*. Working in partnership with Travel Agent Media Group, publishers of North America's leading media outlets for the travel trade, *CaribbeanTravel.com – The Magazine's* third edition, the Summer 08 issue, will be distributed to more than 20,000 targeted travel agents in North America. It features detailed information on every Caribbean destination, and in excess of 1,300 hotel properties. The online component to the magazine will be digitalized into a 260-page document to be available via e-postcard to more than 115,000 opt-in agents.

The CTDC is seeking advertisers in the magazine and all are encouraged to participate by March 15 to receive free banner advertising and other rich media placement on the Caribbean's regional website [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com). Traffic has continued to grow on the site since its test launch late last year. Traffic increased by 59 percent from December into January 2008, logging 156,437 visitor sessions. Please contact Jill Jones, Group Director of Sales, for more information at 305-443-5900- Ext.105, [jill@caribbeantravel.com](mailto:jill@caribbeantravel.com) or James Craven at 305-445-6856 [jcraven@questex.com](mailto:jcraven@questex.com)

**About The Caribbean Tourism Development Company**

The Caribbean Tourism and Development Company (CTDC) is a marketing and business development unit, owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Its mission is to own, promote, protect, advance and enhance the Caribbean brand. The CTDC combines the resources of the Caribbean region's destinations, accommodations and service providers to create a viable, cohesive, business unit that is able to identify commercial opportunities and allow the members of CHA and CTO to benefit collectively from those opportunities in ways that individually they could not. In all its endeavors the company will engage only in activities that honor the Caribbean brand and benefit the members of CHA and CTO. The CTDC may be contacted through the offices of the CTO/CHA.

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[tim@caribbeantravel.com](mailto:tim@caribbeantravel.com) / [hriley@caribtourism.com](mailto:hriley@caribtourism.com)**BEST-SELLING AUTHOR AND MOTIVATIONAL SPEAKER, DR. MYLES MUNROE, TO ADDRESS FIRST ANNUAL CARIBBEAN TOURISM SUMMIT***Washington, DC Hosts Groundbreaking Summit with Focus on the Caribbean*

NEW YORK, March 7, 2008 – Founder and Senior Pastor of Bahamas Faith Ministries International, Dr. Myles Munroe, is expected to help set an energetic and inspirational tone with an address to international leaders from the political, tourism, investment and Caribbean communities and Friends of the Caribbean at the first *Annual Caribbean Tourism Summit (ACTS)*. The groundbreaking conference, scheduled to take place at the **International Trade Center** at the Ronald Reagan Building in downtown **Washington, DC** from **June 21-24, 2008**, will focus on the economic future of the Caribbean region. It is expected to attract more than 1,000 participants from government, the tourism industry, investment and financial services sectors.

Organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development company owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), ACTS will focus on two critical issues for the Caribbean tourism sector: marketing and investment and the greater implications they have on various other industries such as agriculture, construction, aviation and more.

Dr. Munroe, who is scheduled to lead a motivational brunch on the morning of Sunday, June 22, was chosen to speak based on his ability to truly energize a diverse audience. Known for his vision of "Transforming followers into Leaders," Munroe has a tremendous influence on a wide range of interest groups as evidenced by the demand for his books, which are distributed in more than 80 countries. As a well known motivational speaker, Munroe will design his message to inspire investors, politicians, tourism industry executives and the Caribbean Diaspora and Friends of the Caribbean to bring continued growth and prosperity to the Caribbean region.

"ACTS will be a time when all investors, political and tourism decision-makers, as well as the powerful U.S based Caribbean community will be called upon to help the Caribbean get on the path to realizing its full economic potential and we're very excited to have one of our region's most celebrated motivational and spiritual speakers to add his influence to this important effort," said Senator Allen Chastanet, co-chairman of the CTDC.

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## DC Caribbean Tourism Summit/2

Dr. Munroe joins an already stellar group of speakers, including former Federal Reserve Chairman Dr. Alan Greenspan, who will make the keynote address on Monday, June 23. Greenspan is considered the leading authority on American domestic economic and monetary policy. His experience as chairman of the Board of Governors of the Federal Reserve of the United States for two decades and his continued active influence today offers the opportunity to provide valuable insights for a region that continues to grow and evolve in its economic power.

The Summit represents a partnership among leaders of more than 30 Caribbean governments, investment companies and the Caribbean hotel and tourism industry. Caribbean government officials will include Prime Ministers, Finance Ministers, Tourism Ministers and Central Bank Governors.

"This conference is a rare opportunity to take a close look at the key issues and solutions that will grow tourism and investment revenue in the region," said Peter Odle, co-chairman of the CTDC.

This historic summit is scheduled to coincide with June's *Caribbean American Heritage Month*, with activities to include an Awards Gala Dinner & Ball, an Exhibition and events to honor the Caribbean Diaspora. In addition, the conference will encompass the business meetings of the Caribbean Hotel Association and the Caribbean Tourism Organization. For more information on the first Annual Caribbean Tourism Summit, visit: [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com) or [www.ACTSdc.com](http://www.ACTSdc.com)

### **About The Caribbean Tourism Development Company**

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**CARIBBEAN TOURISM DEVELOPMENT COMPANY LAUNCHES NEW  
CONSUMER TRAVEL WEB SITE WITH A QUESTION:  
WHY DOES YOUR LIFE NEED THE CARIBBEAN?**

*Region's Official Site Offers Comprehensive Travel Information, Prize Trips*

NEW YORK, March 13, 2008 – The Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), has launched its official Web site, [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com), a colorful and content-rich site designed as the first central portal for all things related to Caribbean travel.

As part of the launch, the CTDC will introduce an interactive consumer Web video contest: "Why My Life Needs the Caribbean." The special promotion provides the chance to win a prize trip to some of the Caribbean's top resorts for those who submit videos that describe, in the most creative and compelling way, why their life needs a visit to the world's most popular sun and fun region. Visitors who register on the site will also have the opportunity to win their own Caribbean dream trip by ranking the best videos.

In addition, the CTDC will periodically conduct a guerrilla outreach campaign direct to consumers utilizing a roving "Caribbean Instant Reward Team" who, armed with video cameras, will approach individuals consumed in their everyday work life and ask, "Why does your life need the Caribbean?" Individuals responding may be instantly rewarded with a free trip to the Caribbean or other prizes. Video footage of these consumers and their reactions may also be posted on CaribbeanTravel.com

Promotional prizes include trips to such resorts as: Aruba's Radisson Aruba Resort & Casino, The Aruban Resort & Casino at Eagle Beach, and Renaissance Aruba Resort & Casino; Bonaire's Blachi Koko Apartments, Blue Divers, Caribbean Club Bonaire, Captain Don's Habitat, Golden Reef Inn, La Pura Vista, and Port Bonaire; British Virgin Islands' Scrub Island; Puerto Rico's San Juan Marriott Resort & Stellaris Casino; Tortola's Long Bay Beach Resort & Villas; and Bolongo Bay Beach Resort in St. Thomas, U.S. Virgin Islands

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## Caribbeantravel.com Launched / 2

"Our goal with CaribbeanTravel.com is to create a one-stop shop for travelers and travel agents with all necessary information, images and vacation offers at their fingertips," said Vincent Vanderpool-Wallace, co-CEO of the CTDC. "In today's Web-oriented world, it's all about the rich content and our site provides visitors with a complete virtual experience that will both whet their appetites and provide all the tools they need to plan and book their trip."

The website was designed to offer travelers the most current destination information including weather reports, upcoming festivals and events, news from the Caribbean, travel deals and promotions. Travelers can also utilize the site to book a Caribbean trip with Travelocity, the website's official travel booking engine, or to be connected to a Caribbean specialist travel agent to plan or book their vacation.

Other distinctive features of the site include: a "Hot Deals" section with special travel values; maps of the region; and detailed descriptions of places to stay, things to do and special events throughout the year.

"Our goal since day one of the creation of the CTDC has been to create buzz and business for the Caribbean," said Alec Sanguinetti, co-CEO of the CTDC. "We are achieving both of these goals on this new site. Never before have travelers had the opportunity to find so much dedicated information in one place as they now have available on CaribbeanTravel.com."

For more information or to book a Caribbean vacation, visit:

[www.CaribbeanTravel.com](http://www.CaribbeanTravel.com)

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**CARIBBEAN TOURISM DEVELOPMENT COMPANY LAUNCHES NEW  
CONSUMER TRAVEL WEB SITE WITH A QUESTION:  
WHY DOES YOUR LIFE NEED THE CARIBBEAN?**

*Region's Official Site Offers Comprehensive Travel Information, Prize Trips*

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As part of the launch, the CTDC will introduce an interactive consumer Web video contest: "Why My Life Needs the Caribbean." Beginning April 7, this special promotion will give consumers the chance to win a prize trip to some of the Caribbean's top resorts. To enter, consumers must submit videos on CaribbeanTravel.com that describe, in the most creative and compelling way, why their life needs a visit to the world's most popular region of sun and fun. Visitors who register on the site will also have the opportunity to win their own Caribbean dream trip by ranking the best videos.

In addition, the CTDC will periodically conduct a guerrilla outreach campaign direct to consumers utilizing a roving "Caribbean Instant Reward Team" who, armed with video cameras, will approach individuals consumed in their everyday work life and ask, "Why does your life need the Caribbean?" Individuals responding may be instantly rewarded with a free trip to the Caribbean or other prizes. Video footage of these consumers and their reactions may also be posted on CaribbeanTravel.com

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## Caribbeantravel.com Launched / 2

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"Our goal with CaribbeanTravel.com is to create a one-stop shop for travelers and travel agents with all necessary information, images and vacation offers at their fingertips," said Vincent Vanderpool-Wallace, co-CEO of the CTDC. "In today's Web-oriented world, it's all about the rich content and our site provides visitors with a complete virtual experience that will both whet their appetites and provide all the tools they need to plan and book their trip."

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[hriley@caribtourism.com](mailto:hriley@caribtourism.com)**SECOND ANNUAL CARIBBEAN BEACH VOLLEYBALL TOURNAMENT  
KICKS OFF THIS SUMMER**

NEW YORK, June 2, 2008 – Ten qualifying volleyball tournaments are being held along the East Coast this summer competing for the final cash prize of \$1,000 and the Caribbean Challenge Trophy as part of the ***Second Annual Caribbean Beach Volleyball Tournament***. Organized by East End Volleyball, a New York-based organizer of beach volleyball leagues and tournaments, and the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), the tournament is expanding this year to include a competition between the two finalists from the east coast tournaments with Caribbean teams to compete at the finale in the Caribbean Beach Volleyball Championship.

“We are delighted to bring back the beach volleyball tournament again this year and expand the amount of tournaments from five last year to 10 this year,” said Hugh Riley, co-chief operating officer for CTDC. “It is an exhilarating competition, showcasing some of the finest volleyball talent in the nation as well as celebrating the sport in the Caribbean.”

The top placing team from both the male and female open divisions will receive a complimentary trip to Puerto Plata, Dominican Republic on November 8<sup>th</sup> and November 9<sup>th</sup>, where they will compete in the Second Annual Caribbean Beach Volleyball Championship for a chance to win the cash prize and team trophy against Caribbean beach volleyball finalists from the Sizzle In Sand Caribbean SUNSPLASH Beach Volleyball competition, a series of beach volleyball tournaments throughout the Caribbean. In addition, the player that best represents the team-spiritedness will be awarded the Guy H. Hiler Trophy, a prize named after a man who worked for the promotion of the Caribbean people and was able to use sports, primarily volleyball, as a vehicle for achieving that goal.

Qualifying tournaments have been held in Siesta Key, Florida March 1-2; Hollywood, Florida on April 5-6; and Clearwater Beach, Florida on April 26-27. The next tournaments will take place in Isle of Palms, South Carolina on June 7-8; Coney Island, New York on July 12-13; Newport, Rhode Island from July 26-27; Long Beach, New York from August 2-3; New London, CT from August 9-10; Pt Pleasant, New Jersey August 23-24; and Atlantic City, New Jersey from September 20-21.

For more information and a schedule, visit [www.CaribbeanTravel.com/BeachVolleyball](http://www.CaribbeanTravel.com/BeachVolleyball).

**About The Caribbean Tourism Development Company**

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[hriley@caribtourism.com](mailto:hriley@caribtourism.com)**VARIETY OF PACKAGES AND VALUES AVAILABLE IN THE OFF-SEASON  
THROUGHOUT THE CARIBBEAN REGION**

NEW YORK, June 9, 2008 – The Caribbean region ([www.CaribbeanTravel.com](http://www.CaribbeanTravel.com)) is offering savings and value-added promotions for travel from now through December. With direct flights and close proximity to the United States, the Caribbean is the ideal destination for travelers who are unwilling to forego their vacations, but are looking for more wallet-friendly options in the current economic climate.

“Travelers should take advantage of such savings as a tradeoff to soaring gas prices,” said Hugh Riley, co-chief operating officer for CTDC. “North American travelers have a sense of urgency now to find nearby and affordable getaways, and our proximity and value meet that need.”

In the coming months, offers in the Caribbean include:

**ARUBA**

**Radisson Aruba Resort & Casino** ([www.radisson.com/arubaspavacations](http://www.radisson.com/arubaspavacations)) is offering a “Summer Fun Sale.” Guests booking four nights receive the fourth-night free, a \$100 restaurant, Larimar Spa or Kids Club credit, 15 percent off Larimar Spa treatments and free meals for children at Laguna Restaurant. Rates start at \$275 per night. For reservations call 1-800-333-3333.

**BERMUDA**

**9 Beaches** ([www.9beaches.com](http://www.9beaches.com)) is offering a “Midweek Special” promotion from now through August 31, 2008. Package includes 15 percent off savings from regular rates in an Aqua Vista Sea Forever or Coco Coral Cabana. The promotion applies for arrivals from Sunday through Thursday and a minimum stay of four nights. Rates start at \$1123 for four nights based on double occupancy and include: stay at a cabana, taxes and gratuities, and daily breakfast buffet. For reservations call 866-841-9009.

**BRITISH VIRGIN ISLANDS**

**Rosewood Little Dix Bay** on Virgin Gorda ([www.littledixbay.com](http://www.littledixbay.com)) is offering “Rosewood Escapes” summer savings promotion of up to 30 percent savings from now to December 19, 2008. Rates start at \$475 per night for accommodations in a Premium Ocean View room, or \$525 per night in an Ocean Cottage, based on single or double occupancy. Rates include a full American breakfast buffet for two. For reservations call 1.800.ROSEWOOD (1-888-767-3966) or the resort directly at 1-284-495-5555.

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## Caribbean Off-Season Deals/2

### **BONAIRE**

**Coco Palm Garden** ([www.cocopalmgarden.com](http://www.cocopalmgarden.com)) is providing a "Bonaire Dive Into Summer 2008" weekly package valid now to September 30, 2008. Package includes seven nights of accommodations, unlimited air for shore diving, a pickup truck rental and taxes included. The studio price starts at \$444 per person (or \$346 for non-diver), based on double occupancy. For four persons in a two bedroom apartment, the price starts at \$373 per person (or \$240 for non-diver). Use of the Kunuku Golf Course is free for all Coco Palm Garden guests. For reservations, please call 011-599-717-2108 or email [info@cocopalmgarden.com](mailto:info@cocopalmgarden.com).

### **CURACAO**

**The Avila Hotel** ([www.avilahotel.com](http://www.avilahotel.com)) announces its "Disconnect so you can Reconnect" summer promotion featuring seven nights accommodations but only pay for five. Offer is based on availability and is valid on all room categories for stays from June 7 through September 15, 2008. For reservations call 1-800-747-8162.

**Coral Paradise Inn** ([www.coralparadise.com](http://www.coralparadise.com)), Bonaire's newest mini-resort opened in May 2008, is offering "Let the Good Times Roll" package starting at \$649 per person and valid from now through September 30, 2008. Package is based on double occupancy and includes seven nights of accommodations (with one night free), six days of 24-hour unlimited shore diving, six boat dives, tanks, air fills, weights, weight belts, pickup truck for the week including CDW insurance and taxes, and roundtrip airport transfers. For reservations call 877-267-2572 or email [coralparadise@cox.net](mailto:coralparadise@cox.net).

### **GRENADA**

**LaSource Spa Resort** ([www.theamazingholiday.com](http://www.theamazingholiday.com)) is helping to curb wasted vacation days by offering seven nights for the price of six and 14 nights for the price of 12 from now through December 18, 2008. With more time to spend at the resort, LaSource guests will have the chance to enjoy the resort's unique all-inclusive program which includes spa treatments, diving and golf. This applies to both tour operator and direct bookings and is valid for single, double and triple occupancy. For reservations call 1-888-527-0044.

### **JAMAICA**

**Grand Lido Resorts & Spas** ([www.superclubs.com](http://www.superclubs.com)) is offering brides and grooms a special summer package for couples who book an eight-day wedding getaway and have a wedding date of 8/8/08. Package includes a complimentary wedding ceremony, accommodations in a beachfront suite, \$388 in spa credits, an eight-course meal, and eight special romantic turn-down services. The package rate is 3,888 per couple and also includes an on-site wedding planner. For reservations visit [www.superclubs.com](http://www.superclubs.com).

### **PUERTO RICO**

**Four Points by Sheraton Palmas del Mar Resort** ([www.starwoodcaribbean.com](http://www.starwoodcaribbean.com)), just steps from the beach and 45 miles from downtown San Juan, is offering a off-season package from June 30<sup>th</sup> to December 19, 2008. Package requires a minimum stay of three nights to receive the fourth night free and includes \$100 resort credit. For stays of six nights or more, travelers are eligible to receive a \$200 Resort Credit. For reservations please visit [www.starwoodcaribbean.com](http://www.starwoodcaribbean.com).

### **ST. KITTS**

**Golden Lemon Inn** ([www.goldenlemon.com](http://www.goldenlemon.com)) is providing a "Spring to Fall All Inclusive" package now through December 15, 2008. Package requires a minimum stay of five nights at a package rate for \$292 per person for each day. Rate is based on double occupancy and includes stay at private beach-side villa with an oversized private plunge pool, full American breakfast served in the great house pool-side garden or front gallery, complimentary lunches, gourmet dinner served nightly, bar drinks and soft drinks, and fresh flowers in your room daily. Package also includes airport transfers, half-day island tour with time to shop in Basseterre, use of beach chairs, umbrellas and snorkeling equipment, and a 10 percent service charge and nine percent government taxes. For reservations call 1-800-633-7411 or visit the website.

**Ocean Terrace Inn** ([www.oceanterraceinn.com](http://www.oceanterraceinn.com)) is offering an "Eco Safari Package" from now through December 14, 2008. Package includes seven nights accommodations in a Superior room, a half-day tour of the island's rain forest, full day catamaran cruise, full day hike of Mt. Liamuiga volcano, daily shuttle to a scenic beach, spa and gym facilities, and transfer to and from the airport. Rates begin at \$685 per person for double occupancy seven night stay during the summer season. For reservations call 800-524- 0512.

### **ST. LUCIA**

**At Coconut Bay Beach Resort & Spa** ([www.cbayresort.com](http://www.cbayresort.com)) families and couples alike will enjoy special summer rates at this all-inclusive resort from August 16 to September 30, 2008. Rates start at \$99 per person for a premium garden view room priced 50 percent off the regular nightly room. All-inclusive rates are based on double occupancy and include: full breakfast, lunch, dinner and snacks daily, unlimited juices, soft drinks and alcoholic beverages, fully supervised children's center with daily schedule of activities, daily entertainment program, water park attraction, airport transfers from St. Lucia's Hewanorra International Airport, all hotel taxes and gratuities. For reservations call 866-978-6226.

### **TRINIDAD**

**The Hilton Trinidad** overlooking the capital city of Port of Spain is situated on 25 acres of tropically landscaped gardens. The hotel is offering a "Romance Package" that includes signature Hilton accommodations, daily breakfast for two, fresh flowers in room upon arrival, a complimentary bottle of champagne, a gourmet dinner for two, and late check-out upon request. Rates start at \$295 and are valid now through December 31, 2008. For reservations call 868-624-3211 or visit [www.hiltoncaribbean.com/trinidad](http://www.hiltoncaribbean.com/trinidad).

### **TOBAGO**

**Coco Reef Resort and Spa** ([www.cocoreef.com](http://www.cocoreef.com)) located on 10 acres of manicured tropical gardens, is offering a five day, four night dive package for underwater enthusiasts. Guests will enjoy two tank dives a day for three days, deluxe ocean view accommodations with private balcony/patio, full daily tropical breakfast and transportation to and from the airport. The package is priced at \$950 per person, and is valid from now through December 20, 2008. For reservations call 868-639-8571.



## Caribbean Off-Season Deals/4

### **TURKS AND CAICOS**

**The Sands at Grace Bay** ([www.thesandsresort.com](http://www.thesandsresort.com)) is offering "One Suite Deal" package now through October 31, 2008. Guests receive a sixth night free when booking a five night stay. For reservations please visit [www.thesandsresort.com](http://www.thesandsresort.com).

**Nikki Beach Resort** ([www.nikkibeachhotels.com](http://www.nikkibeachhotels.com)), Nikki Beach's first luxury resort, is offering a 30 percent off of nightly room rate from now through September 30, 2008. For reservations, visit [www.nikkibeachhotels.com](http://www.nikkibeachhotels.com) and enter promotion code GOSPEC.

### **U.S. VIRGIN ISLANDS**

U.S. Virgin Islands Department of Tourism invites travelers to experience **St. Croix, St. John and St. Thomas** while taking advantage of summer savings with the "Sizzlin Summer Sampler" offered June 15 through October 15, 2008. Travelers who book for travel between August 16 and October 31, 2008 will receive a fourth night free and a \$100 gift card. In addition, all participants will receive a \$50-\$100 resort credit (depending on the hotel booked), plus up to \$200 in savings on a host of included experiential activities and tours.

Participating hotels include: The Buccaneer, Carambola Beach Resort, Chenay Bay Resort, Club St. Croix, Colony Cove, Divi Carina Bay Resort, Hotel Caravelle, Palms at Pelican Cove, Sand Castle on the Beach, The Westin Resort, Maho Bay, Gallows Point, Best Western Emerald Beach, Bolongo Bay Beach Resort, Holiday Inn Windward Passage, Marriott Frenchman's Reef, Pavilions & Pools, Point Pleasant Resort, Sapphire Beach Resort & Marina Sapphire Village, Secret Harbour Beach Resort, Wyndham Sugar Bay Beach Resort & Spa and Island Beachcomber Hotel.

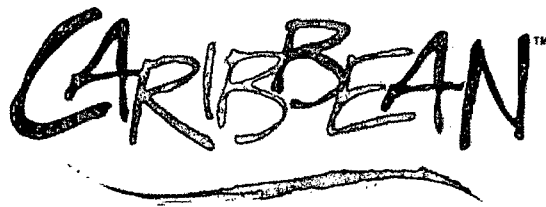
The "Sizzlin' Summer Sampler" package applies to new bookings only. Reservations can be made through the following tour operator sites: BookIt.com, Creative Leisure International, Vacation Express, Funjet Vacations, Spirit Vacations, United Vacations, Delta Vacations, Future Vacations, Continental Airlines Vacations, CheapCaribbean.com, Travelocity, TNT Vacations, GoGo Worldwide Vacations, US Airways Vacations, Travel Impressions, Classic Vacations, Total Vacations, Expedia, Orbitz, Apple Vacations and Costco Travel.

For more information or to book a Caribbean vacation, visit: [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com)

### **THE CARIBBEAN TOURISM DEVELOPMENT COMPANY**

The Caribbean Tourism Development Company (CTDC) is a marketing and business development unit, owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Its mission is to own, promote, protect, advance and enhance the Caribbean brand. The CTDC combines the resources of the Caribbean region's destinations, accommodations and service providers to create a viable, cohesive, business unit that is able to identify commercial opportunities and allow the members of CHA and CTO to benefit collectively from those opportunities in ways that individually they could not. In all its endeavors the company will engage only in activities that honor the Caribbean brand and benefit the members of CHA and CTO.

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**STATEMENT FROM**  
**THE CARIBBEAN TOURISM DEVELOPMENT COMPANY:**

**AIRLINE CHALLENGES LEAD TO WHAT COULD BECOME  
UNPRECEDENTED COOPERATION AMONG CARIBBEAN GOVERNMENTS**

The current economic difficulties facing the airline industry worldwide have provided numerous challenges to the destinations they serve, but have led to at least one positive in the Caribbean region: what could become an unprecedented level of cooperation and coordination among Caribbean governments. The airline challenges have caused many to recognize that they can deliver far more benefits to their citizens by cooperating with other governments than by acting alone.

This coordination level accelerated recently when the Chairman of the Caribbean Tourism Organization (CTO) and the President of the Caribbean Hotel Association (CHA) had the foresight to call an emergency meeting in Antigua for Ministers and Commissioners responsible for Tourism, Ministers and Commissioners responsible for Aviation, and members of the tourism private sector to find ways to minimize the impact on their economies brought on by rapid increases in airline fuel prices. It soon became clear to every participant at that meeting that by cooperating on the establishment of hubs, on the promotion of the region, on providing revenue guarantees to airlines and on coordinating the establishment of more efficient intra-regional carriers, all Caribbean countries would suffer less than if each country attempted to address the crisis on its own.

The case of Caribbean hubs, and in particular the case of the Puerto Rico hub, was most instructive. The Government of Puerto Rico has come to recognize that by increasing the number of flights and seats connecting through Puerto Rico, they increase the number of flights, seats and flexibility of passengers travelling to Puerto Rico. This point was made most forcefully in a recent meeting in San Juan and many of the governments to the south of San Juan are relying heavily on decisions being made in Puerto Rico for their continued survival.

All governments also understand that with the current structure of the airline industry, it is indispensably necessary to ensure that the flights coming into Puerto Rico can connect easily to the onward carriers such that travellers traveling beyond the hub can connect online or through their travel agent seamlessly. Without those connections many of the southern destinations are invisible in electronic booking systems. It is this interdependence that is forcing discussions between governments at an unprecedented level and at an unprecedented rate.

The same level of cooperation is beginning in the areas of marketing and in providing airline guarantees. In the past few years, an increasing proportion of the funds voted to departments of tourism across the world are being forced into escrow to cover airline guarantees. That leaves far less available for the promotion. This situation has compelled Caribbean governments to aggregate their promotional budgets for greater promotional efficiency and to devise financial arrangements that reduce the cost of these arrangements which also serve to minimize the risk.

"There is a silver lining on every cloud," according to Allen Chastanet, Chairman of the Caribbean Tourism Organization (CTO). "We believe that this high level of cooperation is being driven by the Governments, the private sector and the people of each territory recognizing that we in the Caribbean are more *interdependent* than independent," he emphasized. "Governments now realize that if they do not cooperate to maximize benefits or minimize risk to their countries, they will be called to account by their people asking why they refused to cooperate."

Peter Odle, the President of the Caribbean Hotel Association (CHA) also commented on this suddenly elevated level of cooperation. Odle noted that, "Even though the cooperation between CTO and CHA has grown over the past several years, I see increased cooperation on this issue even at the destination level where members of the private sector are ensuring that their governments are engaged in these cooperative ventures. I promise you, the private sector gets it. We will achieve much more in addressing this crisis through intra-regional cooperation that we can ever achieve by going alone. I will tell you that those governments that do not cooperate will be seen as pariahs by both their own people as well as by other governments in the region."

At the meeting in Antigua, four task forces were established, headed by Ministers to examine the four critical issues. These committees will report to the CTO and CHA Board meetings which will be held prior to the inaugural Annual Caribbean Tourism Summit (ACTS) in Washington, D.C. from June 21-24. The results of these committees will also be presented to the Caricom Heads at their meeting in Antigua on July 2<sup>nd</sup>.

Governments have also come to recognize that they need to cooperate in speaking together with one voice to the government of the United States on a number of critical issues and they propose to take advantage of their presence in Washington to begin those discussions. Thus it appears that this unprecedented spirit of cooperation will continue even beyond the current situation.

# # #

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**CTO SUSTAINABLE TOURISM CONFERENCE TO FOCUS ON  
SUSTAINING CARIBBEAN COASTAL PRODUCT**

**-- 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development, Apr. 28 – May 1,  
2008, Turks & Caicos Islands --**

**BRIDGETOWN, Barbados, (Dec 21, 2007)**– The sustainability of the Caribbean coastal product will be the main focus of the **10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development**, also known as the **Sustainable Tourism Conference** (STC-10), to be in Providenciales, Turks and Caicos Islands next April.

The conference, which will run from April 28-May 1, 2008, has as its theme, **Keeping the Right Balance – Sustaining the Caribbean Coastal Product**. This is in keeping with the designation of 2008 as International Year of the Reef by the International Coral Reef Initiative (ICRI), coupled with the fact that Caribbean development converges on coastal areas.

“Given that the region’s tourism development is largely coastal there are number of key related issues that affect the sustainability of the region’s tourism,” said Mareba Scott, CTO’s sustainable tourism product specialist, “like climate change, disaster risk management, cruise tourism and the and marine based attractions including the implications for the dive market.”

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A comprehensive and dynamic programme is being planned, to include the customary study tours – a key feature of this conference – one of which will be to the world's only conch farm.

The annual *Caribbean Conference on Sustainable Tourism Development* is part of the information dissemination and regional awareness component of CTO's Strategy for Sustainable Tourism. It looks at how member states can design and implement sustainable tourism policies and programmes, offering a regional forum for information exchange on the successes and pitfalls of national, regional and international initiatives.

STC-10 is organized by CTO in collaboration with the Turks & Caicos Tourist Board. It will be held at Beaches (by Sandals) which is a Green Globe Certified hotel.

#### **About Turks & Caicos**

The 40 islands of the Turks & Caicos, of which eight are inhabited, are renowned for their award-winning beaches, diving and array of world-class resorts. Additional activities include tennis, golf and horseback riding. The islands feature a variety of spa and body treatment services and are home to the world's only conch farm. There are three daily 90-minute direct flights from Miami, a US Airways direct flight from Charlotte, daily flights from New York and weekly flights from Boston, Philadelphia, Atlanta, Dallas/Fort Worth and Toronto. For more information on travel, visit the Turks & Caicos Islands Tourist Board Web site at [www.turksandcaicostourism.com](http://www.turksandcaicostourism.com) or call (800) 241-0824.

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**DAVID SUZUKI, CELEBRATED ENVIRONMENTAL SCIENTIST, TO  
DELIVER KEYNOTE ADDRESS AT CARIBBEAN CONFERENCE ON  
SUSTAINABLE TOURISM DEVELOPMENT**

BRIDGETOWN, Barbados, Feb. 4, 2008 – Dr. David Suzuki, one of the world's most celebrated voices on preserving the environment, will deliver the keynote address at the *10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development* to be held April 28 – May 1, 2008 at Beaches Turks & Caicos Resort & Spa (by Sandals), a Green Globe Certified hotel.

The conference, organized by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association, is designed to provide attendees with information on the development and implementation of ecologically responsible tourism. Many experts have identified the Caribbean as a region that would be greatly impacted by the continued adverse effects of global warming and other environmental issues. The conference also aims to examine how member nations of the CTO can implement sustainable tourism policies while providing a regional forum for the economic and social benefit of the Caribbean people.

Dr. Suzuki, the Canadian geneticist and environmental scientist, is the co-founder of the David Suzuki Foundation, whose mission is to promote energy efficiency and ecological fiscal reform. He rose to international fame in 1979 as host of *The Nature of Things*, an award-winning science program syndicated in over 50 countries. His efforts to educate the public on issues such as climate change have been recognized by the Canadian government, The United Nations, and numerous universities. Dr. Suzuki has authored over 40 books, including the best-seller *The Sacred Balance: Rediscovering Our Planet in Nature*.

As keynote speaker, Dr. Suzuki will have the opportunity to address environmental issues in keeping with the theme of this year's conference, *Keeping the Right Balance – Sustaining the Caribbean Coastal Product*.

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"We are extremely pleased to have a person of Dr. Suzuki's stature and accomplishments address this conference," said Vincent Vanderpool-Wallace, secretary general and chief executive officer of the Caribbean Tourism Organization. "Dr. Suzuki has been a leading voice on environmental issues for many years and our conference attendees will most certainly benefit from his teachings."

According to Alec Sanguinetti, chief executive officer for the Caribbean Hotel Association, the Caribbean region will benefit from Dr. Suzuki's global perspective.

"Sustainability is an issue of vital importance both regionally and globally," said Sanguinetti. "Having an international figure such as Dr. Suzuki provide his own perspective and in-depth knowledge on the subject will help us all to better address this important issue."

In addition to Dr. Suzuki, the conference will feature a dynamic program itinerary, including study tours of the host country, Turks & Caicos Islands. One such comprehensive tour will include a visit to the world's only conch farm. For more information or to register for the conference, visit, [www.OneCaribbean.org](http://www.OneCaribbean.org).

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**QUICK ACTION NEEDED TO SAVE OCEANS, SAYS DAVID**

**SUZUKI**

*-- World renowned environmental activist to keynote STC-10 in the Turks and Caicos Islands, April 28- May 1, 2008 --*

**BRIDGETOWN**, Barbados (Feb. 19, 2008) – The world-renowned geneticist and environmentalist, David Suzuki, has called for quick global action to save the world's oceans.

Dr. Suzuki, the keynote speaker at the 10<sup>th</sup> annual Caribbean Conference on Sustainable Tourism Development (STC-10) to be held in Providenciales, Turks and Caicos Islands from April 28 – May 1, says now is the time to act before irreparable harm is done to the oceans.

"Leading scientists have been looking ahead and saying we should act now, but we're not looking ahead," the long time activist to reverse climate change, said.

"Now we face multiple crises in the oceans, we're depleting the oceans. We can't hold around anymore," he added.

Dr. Suzuki co-founded the David Suzuki Foundation in 1990, to work "to find ways for society to live in balance with the natural world that sustains us," according to the Foundation's web site. Its priorities include oceans and sustainable fishing, climate change and clean energy and sustainability.

An experienced science broadcaster best known for his long running syndicated television magazine, **The Nature of Things**, Dr. Suzuki said he intends to impress upon delegates attending the conference the need to revisit "the survival strategy" of our ancestors.

He explained the strategy as one where people saw what lay ahead and acted accordingly.

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CARIBBEAN TOURISM ORGANIZATION UNIT

“My message to the conference is ‘for God’s sake let’s do what our ancestors did and look ahead,’” he said. “I am going to spend a lot of time on, why turn our backs? Why did we abandon the survival strategy?”

Dr. Suzuki’s participation in STC-10 is made possible by the Turks and Caicos Islands government. The conference, organised by the Caribbean Tourism Organization (CTO), in collaboration with the Turks and Caicos Islands Tourist Board and the Caribbean Hotel Association, will feature a dynamic and engaging programme focusing on ***Sustaining the Caribbean Coastal Product***. It will be held at Beaches Turks & Caicos Resort & Spa (by Sandals), a Green Globe Certified hotel.

Conference sponsors include the Caribbean hotel Association, the Cayman Islands, Islands Magazine, Ashtrom International Ltd, Chevron Caribbean Inc, TC Invest, Salt Cay Development Ltd, Wymara Turks & Caicos, Digicel Turks & Caicos, Casablanca Casino, Johnston International, Provo Power Company (PPC) Ltd, Silver Deep.

For registration and other information, visit [www.onecaribbean.org](http://www.onecaribbean.org)

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## Caribbean Sustainable Tourism / 2

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### Caribbean Sustainable Tourism / 3

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[jjohnrose@caribtourism.com](mailto:jjohnrose@caribtourism.com)**CHALLENGES FOR THE CARIBBEAN COASTAL TOURISM ENVIRONMENT  
TO BE ADDRESSED AT ANNUAL SUSTAINABLE TOURISM DEVELOPMENT  
CONFERENCE**

BRIDGETOWN, Barbados, March 25, 2008 – Some of the world's foremost authorities on conservation and sustainability will examine the challenges faced by the Caribbean's coastal tourism environment during a special panel to be convened on April 29 at the *10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development*.

The conference, organized by the Caribbean Tourism Organization (CTO) in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association (CHA), will be held from April 28 to May 1, 2008 at Beaches Turks & Caicos Resort & Spa.

The panel, to be moderated by Secretary General and Chief Executive Officer of the CTO, Vincent Vanderpool-Wallace, will focus on the risks coastal communities will face including: increased natural disasters; climate change; affects on the economy and the need for coral reef protection and preservation. The goal is to provide recommendations and conclusions on how the region can implement sustainable tourism policies for the economic and social benefit of the Caribbean people.

Panelists include:

- **Dr. Murray Simpson, Senior Research Associate, Oxford University Centre for the Environment and Principal, Sustainable Solutions Worldwide** – Dr. Simpson will offer an overview of the implications for Caribbean coastal tourism destinations of global environmental change, the resilience of these destinations in the face of a wide range of impacts, and the possible implications of climate policy in the Caribbean's source markets.
- **Rick MacPherson, Coral Reef Alliance (CORAL)** – Mr. MacPherson will utilize his 23 years of field experience in coral reef ecology and site-based marine science and conservation to illustrate the interconnected ecology and economy of healthy coral reefs. He will use case studies to show the vital components and diverse stakeholders needed for effective reef protection and management.

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## Sustainable Tourism Panel - 2

- **Elaine Heldewier, Environmental Director for Carnival Cruise Lines – Ms.**  
Heldewier brings more than 24 years of experience in environmental management and the maritime industry. As someone who played a key role in the development of the industry's first U.S. Memorandum of Understanding (MOU) for environmental performance (Florida and Hawaii), she will examine sustainable management of cruise tourism.
- **Jeremy Collymore, Chief Executive Officer and Coordinator for the Caribbean Disaster Emergency Response Agency (CDERA) – Mr.** Collymore will utilize more than 20 years experience in disaster management research, practice, policy formulation and teaching to offer a reflection on the methods of enquiry and intervention needed for community participation and empowerment in vulnerability reduction.

Designed to provide information on the development and implementation of responsible tourism, the Caribbean Conference on Sustainable Tourism Development will be attended by the media, travel agents and key members of the Caribbean tourism industry. Many experts have identified the Caribbean as a region that will be greatly impacted by the continued adverse effects of global warming and other environmental issues.

"This panel represents an incredibly diverse and dynamic group of experts," said Vanderpool-Wallace. "As a region we are tapping into the finest international minds to help us ensure that the Caribbean can meet the rapidly evolving challenges to the environment that impact not only our destination, but the entire world."

For more information or to register for the conference, visit, [www.OneCaribbean.org](http://www.OneCaribbean.org).

### Sponsors

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## Sustainable Tourism Panel - 3

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# # #

## **EXPERTS CALL FOR BALANCE BETWEEN ECONOMICS AND ENVIRONMENTAL INTERESTS AT CARIBBEAN SUSTAINABLE TOURISM CONFERENCE**

**PROVIDENCIALES**, Turks & Caicos Islands, April 29, 2008 – A diverse group of experts today called for a balance between environmental and economic interests during the 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism.

Speaking as part of a panel on the theme *Challenges for the Caribbean Coastal Tourism Environment*, they pointed to “the inexorable link” between the seemingly divergent causes of profit and ecological protection, with each playing a role in the future of Caribbean tourism.

According to Rick MacPherson, director of the conservation programme for the Coral Reef Alliance (CORAL ), Caribbean leaders must consider a “triple bottom line” to address coastal environment sustainability as it relates to tourism.

“The fact of the matter is that no conservation programme or goal is achievable unless it’s economically viable,” he said. “It has to be a combination of business success, environmental protection and demonstrating social responsibility.”

MacPherson estimated losses between US\$100 and US\$300 million in revenues for the dive tourism industry in the Caribbean should the quality of the dive experience be diminished due to the destruction of coral reefs and loss of marine life. He pointed to global climate change as a key driver of such destruction

He further warned that the ancillary effects of such a loss would have a wider scope of impact beyond tourism.

“Fifty per cent of all cancer research is focused on marine life originating from coral reefs,” said MacPherson. “The drug AZT, which has prolonged the lives of thousands suffering from AIDS, comes through sponge species from coral reefs.”

Jeremy Collymore, coordinator of the Caribbean Disaster Emergency Response Agency (CDERA), joined MacPherson in emphasising the role that the coastal environment plays.

He said not only do coastal regions play a significant role in driving the Caribbean’s tourism product, but they also as a source of food, livelihoods, natural defenses, and home to a significant percentage of Caribbean life, including animals and plants.

“Fifty per cent of the Caribbean population and a huge percentage of development live within two miles of the coast and are therefore extremely vulnerable to the effects of climate change,” Collymore told delegates.

All panellists agreed with the session’s moderator, Caribbean Tourism Organization Secretary General Vincent Vanderpool-Wallace, that the conference itself is a step in the right direction for raising awareness and offering options for the region’s coastal tourism sustainability.

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"The very fact that such a conference exists and attendance is up significantly shows that this is an issue the tourism industry takes very seriously, and rightly so. It may be the single most important issue facing us today and into the future," Vanderpool-Wallace said.

The 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism is organised by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Islands Tourist Board and the Caribbean Hotel Association. The conference ends on Thursday. For more information or to see live streaming video of the sessions, go to [www.onecaribbean.org](http://www.onecaribbean.org).

#### **Sponsors**

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**INTERNATIONAL PANEL OF EXPERTS TO EXAMINE IMPACT OF POLICIES,  
PRODUCT AND INVESTMENT ON CARIBBEAN SUSTAINABLE TOURISM**

BRIDGETOWN, Barbados, April 3, 2008 – Investing in sustainable tourism policies and products to benefit the Caribbean region will be the focus of an international panel of experts who will present a special session during the **10th Annual Caribbean Conference on Sustainable Tourism**, April 30, 2008.

The panel will be moderated by Mr. Conrad Higgs, CEO of TCInvest (Turks and Caicos Islands Investment Agency), an independent agency in the islands with a mandate to attract new offshore investment, encourage entrepreneurship amongst the residents and provide financing to the local population.

Panellists will examine opportunities for sustainable tourism investment from a variety of perspectives based on their individual expertise. Participants will include:

- **Dr. Richard Denman, The Tourism Company** – Dr. Denman will examine global perspectives on policies and instruments for coastal tourism sustainability. Specifically, he will discuss whether the Caribbean is applying the right mix of policies and approaches. Dr. Denman has been involved in a wide range of projects covering tourism policy, planning and destination management in the UK and internationally. He has worked closely in recent years with the UN World Tourism Organization and the European Commission on tourism sustainability issues.

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## Caribbean Sustainable Tourism Conference Panel - 2

- **Ms. Rachel McCaffery, Virgin Holidays** – Ms. McCaffery will look at sustainability from the tour operator's perspective, including how all sectors of the Caribbean tourism industry can work together to drive a sustainable future.
- **Ms. Eleanor Phillips, The Nature Conservancy** – Ms. Phillips will discuss the results of a recent study of how marine protected areas (MPA) can contribute to poverty reduction. The study recommends key strategies for strengthening creation and management of MPAs including: committing to financial investment in protected areas; developing networks of smaller, ecologically connected MPAs, linked to communities to increase access to benefits; and empowering communities in decision making and MPA management. Ms. Phillips serves as Northern Caribbean programme director for the Nature Conservancy. There, she develops the Conservancy's agenda in The Bahamas and Turks and Caicos while managing partnerships with government and non-governmental organizations for the effective conservation of natural resources.
- **Dr. Auliana Poon, Tourism Intelligence International** – Dr. Poon serves as managing director and senior partner of Tourism Intelligence International. She will discuss how the Caribbean can transform private investment for more sustainable tourism development.. Dr. Poon enjoys an international reputation as a tourism consultant, and is one of the foremost specialists in eco-tourism and sustainable tourism development.

The Caribbean Conference on Sustainable Tourism Development will provide information on the development and implementation of responsible tourism. Media, travel agents and key members of the Caribbean tourism industry will attend the conference. Many experts have identified the Caribbean as a region that will be greatly impacted by the continued adverse effects of global warming and other environmental issues.

The April 28 to May 1 conference is organised by the Caribbean Tourism Organization (CTO), in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association (CHA). It will be held at Beaches Turks & Caicos Resort & Spa .

For more information or to register for the conference, visit, [www.OneCaribbean.org](http://www.OneCaribbean.org).

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## Caribbean Sustainable Tourism Conference Panel - 3

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## ENVIRONMENTAL EXPERT ADVOCATES POLICY RESOLUTIONS TO PROTECT CARIBBEAN COASTAL TOURISM

-- Dr. Murray Simpson to focus on implications of climate change policy on Caribbean destinations at  
10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism --

BRIDGETOWN, Barbados, April 21, 2008 – The Caribbean region must adopt aggressive local and regional environmental policies in order to protect itself from the potential impact of climate change on coastal tourism, an international expert on sustainable development and climate change has warned.

However, decision makers must first get a grasp of the region's vulnerabilities and ability to adapt in order to develop appropriate policies, Dr. Murray C. Simpson, senior research associate for Oxford University Centre for the Environment, has suggested.

Dr. Simpson will offer an overview of the implications of global environmental change for Caribbean coastal tourism destinations during a special panel on April 29 at the *10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development*. He will address the resilience of these destinations in the face of a wide range of impacts, and the possible implications of climate policy in the Caribbean's source markets.

Rising sea levels, increasing water temperatures and amplified hurricane intensity are examples of climate change challenges facing the Caribbean region, he said. They represent a major risk to the agriculture, energy and tourism sectors in the Caribbean and affect both the economic development and social welfare of Caribbean coastal communities.

"The coastal tourism segment of the industry in the Caribbean is one of the most climate and environment-dependent, and is inextricably linked to socio-economic development, sustainable livelihoods and environment protection," said Dr. Simpson, in a preview of his presentation.

Dr. Simpson suggests that action need to be taken to address the challenges facing the Caribbean's coastal communities.

"National and local policies need to be implemented to create a carbon neutral region and increase levels of mitigation," Simpson explained.

As part of his presentation, Dr. Simpson plans to suggest national and local environmental policies that can be implemented. He also will explain the steps needed to recognize the resilience of coastal communities.

"The first step to understanding the Caribbean's resilience is to understand its vulnerability and its adaptive capacity. It is important to understand these terms and to continue to raise awareness for the environmental implications for Caribbean coastal tourism destinations."

Dr. Simpson has worked in both the public and private sectors of the tourism industry and is able to bridge the gap between research, policy and implementation. He has experience in sustainable tourism

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development for the Caribbean, tourism strategy, climate change adaptation and mitigation projects in small island states.

Dr. Simpson is a founding member of the UK International Human Dimensions Programme on Global Environmental Change, a founding member of Experts in Climate Change and Tourism (eCLAT) and a member of the United Nations World Tourism Organization Panel of Tourism Experts.

The 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development, organized by the Caribbean Tourism Organization (CTO) in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association (CHA), will be held from April 28 to May 1, 2008 at Beaches Turks & Caicos Resort & Spa. Designed to provide information on the development and implementation of responsible tourism, the conference will be attended by media, travel agents and key members of the Caribbean tourism industry.

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### **WORLD RENOWNED ENVIRONMENTALIST DELIVERS IMPASSIONED PLEA TO REDUCE CARBON FOOTPRINT**

#### ***Dr. David Suzuki Delivers Keynote Address to Industry and Government Leaders at opening of Sustainable Tourism Conference***

PROVIDENCIALES, Turks & Caicos Islands, April 28, 2008 – One of the world's most vocal environmental activists delivered an impassioned plea to delegates at the 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism today: minimize our footprint on the Earth before it is too late.

Dr. David Suzuki, the Canadian geneticist, best-selling author and television host, opened the conference as its keynote speaker before a capacity crowd, which included heads of state from various Caribbean Tourism Organization (CTO) member countries. Dr. Suzuki challenged these leaders, and all gathered in the room, to not sacrifice the future for short-term economic gain.

"Sustainability is finally being taken seriously by governments and corporations," said Dr. Suzuki. "Sustainability is about living within our means and not compromising opportunities for future generations. Unfortunately in the past neither politicians nor the corporate sector have made this a priority. Politicians have to get re-elected, corporations focus on bottom line profits and children don't vote, so their future tends to drop off the agenda."

According to Dr. Suzuki, "Island people, better than most, understand limits, and that resources are finite. Looming ahead for the entire world is the great crisis of our economy peak oil, the moment when available oil supplies are all known and being exploited so that supplies will inexorably fall."

"The twin crises of ecological degradation and falling oil supplies will have massive repercussions for all countries, but none more so than those of the Caribbean and especially the tourism industry" said Dr. Suzuki.

Dr. Suzuki cited the challenges facing the airline industry in the coming years. "Air travel leaves the heaviest carbon footprint among all modes of transportation and skyrocketing fuel prices are already having explosive effects," he said.

Dr. Suzuki is the co-founder of the David Suzuki Foundation, whose mission is to promote energy efficiency and ecological fiscal reform. He rose to international fame in 1979 as host of *The Nature of Things*, an award-winning science programme syndicated in over 50 countries. His efforts to educate the public on issues such as climate change have been recognized by the Canadian government, The United Nations, and numerous universities. Dr. Suzuki has authored over 40 books, including the best-seller *The Sacred Balance: Rediscovering Our Planet in Nature*.

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## Suzuki Keynotes Caribbean Sustainable Tourism Conference/2

"In the 3.9 billion years that life has existed on Earth, we are the first species capable of such destructive power that we are changing the biological, physical and chemical features of the planet on a geological scale," observed Dr. Suzuki. "We are altering the chemistry of the atmosphere with 30 percent more carbon dioxide in the air now than 150 years ago. It is dissolving in oceans as carbonic acid, acidifying water and threatening plankton."

Dr. Suzuki, in part, blamed unchecked growth and unrealistic economic expectations for the threat the Earth faces today.

"Unfortunately, economists believe economies can grow forever to meet this population's needs," said Dr. Suzuki. "They can't. With that belief system we must eventually ask ourselves, how much is enough? Are we happier with more stuff?"

Citing some alarming statistics, Dr. Suzuki warned of the dire consequences of continued abuse of the environment.

"Over half of the planet's forests are gone and in 30 years we may have no large, intact forests left," he said. "An estimated 50,000 species become extinct every year and the oceans are being depleted. Every large commercial marine species has been reduced by 90 percent. If this continues there will be no commercially useful fish species by 2048."

Despite the challenges, Dr. Suzuki praised the delegates for their efforts to address the environmental issue at the conference and offered hope for a brighter future.

"Are there solutions? Absolutely," he said. "We've just forgotten the most important lesson. We are animals, connected to the rest of nature. Like other animals, we need clean air, water, food – all the elements – to survive."

"We need to focus on our eco-footprint today," said Dr. Suzuki. "The way we see the world shapes the way we treat it. We can either look at the forest as sacred ground or timber as pulp to be milled for money. Economists think tourism can continue to grow into infinity. But we have to realize that nothing can grow forever. This unchecked growth only accelerates us on a suicidal path."

The 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism runs through May 1, 2008 at Beaches Turks & Caicos Resort & Spa (by Sandals), a Green Globe Certified hotel. The conference, organized by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association, is designed to provide attendees with information on the development and implementation of tourism practices in a responsible manner.

More than 150 delegates registered for this year's conference, an increase of 50 percent over the previous year. For more information or to see live streaming video of sessions, go to [www.onecaribbean.org](http://www.onecaribbean.org).

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Suzuki Keynotes Caribbean Sustainable Tourism Conference/3

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## **REGIONAL TOURISM FACES NEW REALITY SAYS ENVIRONMENTAL EXPERT**

**PROVIDENCIALES**, Turks & Caicos Islands, April 29, 2008 – The Caribbean region faces a new reality for tourism in an era of climate change, a leading environmental researcher has warned.

Senior research associate from Oxford University's Centre for the Environment, Dr. Murray Simpson said this new reality includes a potential geographic and seasonal shift in tourism demand which could take tourists away from the region.

He also cautioned that unless steps are taken to reverse climate change, the Caribbean region can expect severe weather conditions that will place its tourism sector at risk

"Air temperature, sea surface temperature, a rise in sea level, coastal erosion, changes in levels of precipitation, and an increase in intensity and frequency of extreme events such as drought, flood, storm surge, and hurricanes are all indicative of both gradual and extreme impacts of unchecked climate change," Dr. Simpson told delegates attending the 10<sup>th</sup> Annual Conference on Sustainable Tourism Development (STC-10) here.

Speaking on the subject, *Challenges for the Caribbean Coastal Tourism Environment*, environmental researcher said it was unfortunately that the Caribbean should bear the brunt of unchecked environmental issues because region is not a major contributor to global warming.

"The Caribbean generates a very small carbon footprint itself, yet it is inordinately impacted by this global challenge," Dr. Simpson said.

He strongly recommended mitigation measures to achieve carbon neutrality for businesses and institutions. These include eliminating the emission of greenhouse gases by resisting activities that are not entirely necessary.

"We can reduce the emission of greenhouse gases by focusing on energy efficiency practices in specific activities," said Dr. Simpson. "We can also substitute practices that are responsible for a big amount of greenhouse gases emissions with practices that have a lower climate footprint. An institution or business unit can then offset remaining emissions to achieve full climate neutrality."

The 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism is organized by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Islands Tourist Board and the Caribbean Hotel Association. It is designed to provide attendees with information on the development and implementation of tourism practices in a responsible manner. The conference ends on Thursday. For more information or to see live streaming video of sessions, go to [www.onecaribbean.org](http://www.onecaribbean.org).

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REGISTRATION UNIT

## Caribbean Coastal Environment Panel/2

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## **BONAIRE NATIONAL MARINE PARK WINS ISLANDS MAGAZINE – CARIBBEAN TOURISM ORGANIZATION SUSTAINABLE TOURISM AWARD**

PROVIDENCIALES, Turks & Caicos Islands, April 30, 2008 – The Bonaire National Marine Park, known as a “Diver’s Paradise,” is the recipient of the Islands Magazine/ Caribbean Tourism Organization (CTO) Sustainable Tourism Award for 2008.

The Marine Park received the award today during a special presentation at the 10th Annual Caribbean Conference for Sustainable Tourism.

The Bonaire National Marine Park is one of the few actively managed and self-funded marine protected areas in the world. It was cited for developing a perfect sustainable tourism model where conservation management, tourism needs and community benefits are balanced.

Islands Magazine and the CTO recognized the Marine Park for meeting its main objective: to maintain and restore the health and biological diversity of Bonaire’s reefs while promoting non-destructive tourism activities. More than 38,000 visitors experience the park each year and it routinely listed in the top five destinations for the Caribbean. Admission fees, commercial and private moorings, donations and grants account for the park’s funding.

The Marine Park includes 6,450 acres of extensive coral reefs, sea-grass and mangrove ecosystems, and excels in the protection of its natural wonders. In addition, it has eliminated all destructive practices such as anchoring and spear-fishing, and Bonaire’s healthy and diverse reefs now support a variety of non-destructive tourism activities whose impacts are carefully monitored by the park.

The award was presented by Mr. Ty Sawyer, the Editorial Director for Islands Magazine. Bonaire’s Lieutenant Governor Herbert Domacasse accepted the award on behalf of the island.

“We challenge the world to follow our example,” said Mr. Domacasse in his acceptance speech. “This small island which one can barely see on the world map cannot save it alone. We have to do it together. We owe this to the future generations.”

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## **10<sup>th</sup> ANNUAL CARIBBEAN CONFERENCE ON SUSTAINABLE TOURISM DRAWS STRONG GLOBAL PARTICIPATION**

BRIDGETOWN, Barbados, April 25, 2008 – Organisers of the 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development (STC-10) are reporting a sharp increase in registered delegates ahead of the opening of April 28 – May 1 event in the Turks & Caicos Islands.

More than 150 delegates have already registered for the conference, up by 50 percent over the same period last year, according to the Caribbean Tourism Organization (CTO). The CTO is expecting additional delegates to register right up to the conference's kick off on Monday.

According to CTO Secretary General Vincent Vanderpool-Wallace, the strong response to the conference is a clear indication of the importance the region places on the sustainable development and its relationship to the Caribbean's tourism industry, the economic pillar of the region.

"The Caribbean has recognised that a growing number of travellers go to destinations that practice sustainable development," said Vanderpool-Wallace, who will moderate one of several educational panels taking place during the conference. "Therefore, policy makers and others in the tourism sector are continuing to explore ways to enhance and sustain the tourism product."

We've created a compelling programme that incorporates some of the top experts, both in the region and worldwide. The strong response we've received is a good sign that people are taking this issue very seriously."

One highlight of the conference will be the keynote address by Dr. David Suzuki, the renowned Canadian geneticist and environmental scientist. Dr. Suzuki is the co-founder of the David Suzuki Foundation, whose mission is to promote energy efficiency and ecological fiscal reform. He rose to international fame in 1979 as host of *The Nature of Things*, an award-winning science programme syndicated in over 50 countries. The Canadian government, The United Nations, and numerous universities are among those who have recognised his efforts to educate the public on issues such as climate change.

The 10th Annual Caribbean Conference on Sustainable Tourism Development is organised by the CTO in collaboration with the Turks & Caicos Islands Tourist Board and the Caribbean Hotel Association (CHA). Its audience includes members of the media, travel agents and key members of the Caribbean tourism sector. For more information or to register for the conference, visit [www.OneCaribbean.org](http://www.OneCaribbean.org).

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### **Sponsors**

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[jjohnrose@caribtourism.com](mailto:jjohnrose@caribtourism.com)**WORLD RENOWNED ENVIRONMENTALIST DELIVERS IMPASSIONED  
PLEA TO REDUCE CARBON FOOTPRINT*****Dr. David Suzuki Delivers Keynote Address to Industry and Government Leaders at  
opening of Sustainable Tourism Conference***

PROVIDENCIALES, Turks & Caicos Islands, April 29, 2008 – One of the world's most vocal environmental activists delivered an impassioned plea to delegates at the 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism today: minimize our footprint on the Earth before it is too late.

Dr. David Suzuki, the Canadian geneticist, best-selling author and television host, opened the conference as its keynote speaker before a capacity crowd, which included heads of state from various Caribbean Tourism Organization (CTO) member countries. Dr. Suzuki challenged these leaders, and all gathered in the room, to not sacrifice the future for short-term economic gain.

"Sustainability is finally being taken seriously by governments and corporations," said Dr. Suzuki. "Sustainability is about living within our means and not compromising opportunities for future generations. Unfortunately in the past neither politicians nor the corporate sector have made this a priority. Politicians have to get re-elected, corporations focus on bottom line profits and children don't vote, so their future tends to drop off the agenda."

According to Dr. Suzuki, "Island people, better than most, understand limits, and that resources are finite. Looming ahead for the entire world is the great crisis of our economy, peak oil, the moment when available oil supplies are all known and being exploited so that supplies will inexorably fall."

"The twin crises of ecological degradation and falling oil supplies will have massive repercussions for all countries, but none more so than those of the Caribbean and especially the tourism industry" said Dr. Suzuki.

Dr. Suzuki cited the challenges facing the airline industry in the coming years. "Air travel leaves the heaviest carbon footprint among all modes of transportation and skyrocketing fuel prices are already having explosive effects," he said.

Dr. Suzuki is the co-founder of the David Suzuki Foundation, whose mission is to promote energy efficiency and ecological fiscal reform. He rose to international fame in 1979 as host of *The Nature of Things*, an award-winning science programme syndicated in over 50 countries. His efforts to educate the public on issues such as climate change have been recognized by the Canadian government, The United Nations, and numerous universities. Dr. Suzuki has authored over 40 books, including the best-seller *The Sacred Balance: Rediscovering Our Planet in Nature*.

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CHANCES/REGISTRATION

## Suzuki Keynotes Caribbean Sustainable Tourism Conference/2

"In the 3.9 billion years that life has existed on Earth, we are the first species capable of such destructive power that we are changing the biological, physical and chemical features of the planet on a geological scale," observed Dr. Suzuki. "We are altering the chemistry of the atmosphere with 30 percent more carbon dioxide in the air now than 150 years ago. It is dissolving in oceans as carbonic acid, acidifying water and threatening plankton."

Dr. Suzuki, in part, blamed unchecked growth and unrealistic economic expectations for the threat the Earth faces today.

"Unfortunately, economists believe economies can grow forever to meet this population's needs," said Dr. Suzuki. "They can't. With that belief system we must eventually ask ourselves, how much is enough? Are we happier with more stuff?"

Citing some alarming statistics, Dr. Suzuki warned of the dire consequences of continued abuse of the environment.

"Over half of the planet's forests are gone and in 30 years we may have no large, intact forests left," he said. "An estimated 50,000 species become extinct every year and the oceans are being depleted. Every large commercial marine species has been reduced by 90 percent. If this continues there will be no commercially useful fish species by 2048."

Despite the challenges, Dr. Suzuki praised the delegates for their efforts to address the environmental issue at the conference and offered hope for a brighter future.

"Are there solutions? Absolutely," he said. "We've just forgotten the most important lesson. We are animals, connected to the rest of nature. Like other animals, we need clean air, water, food – all the elements – to survive."

"We need to focus on our eco-footprint today," said Dr. Suzuki. "The way we see the world shapes the way we treat it. We can either look at the forest as sacred ground or timber as pulp to be milled for money. Economists think tourism can continue to grow into infinity. But we have to realize that nothing can grow forever. This unchecked growth only accelerates us on a suicidal path."

The 10<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism runs through May 1, 2008 at Beaches Turks & Caicos Resort & Spa (by Sandals), a Green Globe Certified hotel. The conference, organized by the Caribbean Tourism Organization in collaboration with the Turks & Caicos Tourist Board and the Caribbean Hotel Association, is designed to provide attendees with information on the development and implementation of tourism practices in a responsible manner.

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## Suzuki Keynotes Caribbean Sustainable Tourism Conference/3

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